

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Quick. What's it say?

It says

IN EACH OF FOUR MAJOR MARKETS...THE STORZ  
STATION IS FAR AND AWAY THE MOST LISTENED TO.

## SOAPS WASHING OUT PRINT FOR MORE AIR

P&G, Lever, and Colgate, already huge radio and tv users, are swinging even more heavily to air media. Big gains seen for both spot and network as soaps cut back print

Page 33

## ARB expands Arbitron & 1-, 4- wk. measurements

Page 36

## How radio boosted music store sales to over \$1 million

Page 40

## Agency timebuyers use all-media trans- portation in Mich.

Page 42

**MINNEAPOLIS-ST. PAUL . . . WDGY** is first morning and afternoon . . . first all-day with a 32.8% average (Second station, 19.7%). First on Pulse, too . . . 1st 175 of 240 daytime Pulse ¼ hours. 50,000 watts and 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

**KANSAS CITY . . . WHB** is first all-day. Proof: Metro Nielsen, Trendex, Hooper; Area Nielsen, 96-county Nielsen. All-day averages as high as 48.5%. (Nielsen) also: 50.2% of men and women who listen to top 10 radio stations listen to WHB. You get coverage for men & women—on WHB. See Blair or General Manager George W. Armstrong.

**NEW ORLEANS . . . WTIK** is first all day, and 20 times more powerful with 5,000 watts on 690 kc. Data: Hooper, 32.8%. Pulse: First 360 of 360 daytime ¼ hours, and 499 of 504 overall ¼ hours. WTIK gives you first call on 2,500,000 people from Texas to Florida. Talk to Adam Young . . . or WTIK General Manager Fred Berthelson.

**MIAMI . . . WQAM** is first . . . all-day. Proof: Hooper (40.5%) . . . and first in 264 of 264 quarter hours; Pulse . . . 432 of 432 quarter hours; South & Central Florida Area Pulse . . . also Trendex. Next time you're in Miami, hear for yourself the sounds that make it so. See Blair . . . or General Manager Jack Sandler.

# STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING  
STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY Minneapolis St. Paul**  
REPRESENTED BY JOHN BLAIR & CO.

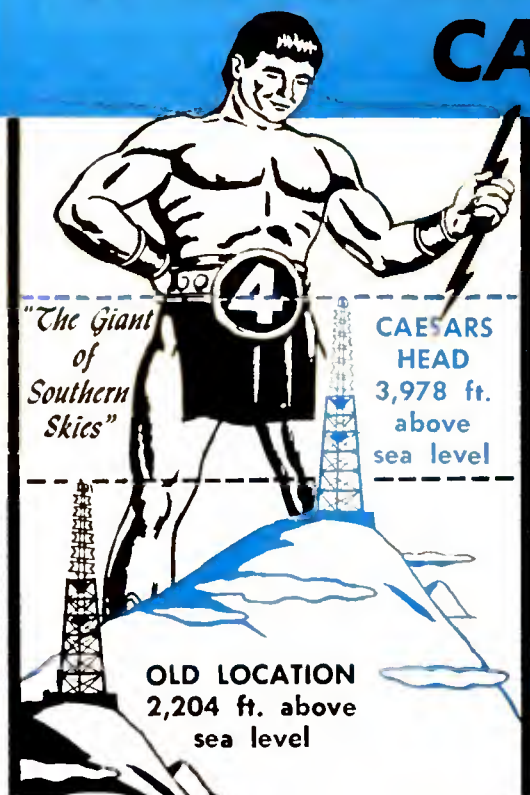
**WHB Kansas City**  
REPRESENTED BY JOHN BLAIR & CO.

**WTIX New Orleans**  
REPRESENTED BY ADAM YOUNG INC.

**WQAM Miami**  
REPRESENTED BY JOHN BLAIR & CO.

DIGEST ON PAGE 2

# "THE GIANT" MOVES UP TO CAESARS HEAD



- with Maximum Height  
—2000 Ft. above Average Terrain
- with Maximum Power—100 Kilowatts
- with Increased Coverage in the

## GREENVILLE-SPARTANBURG- ASHEVILLE MARKET

WFBC-TV has moved its transmitter atop Caesars Head Mountain, where a huge 888-ft. tower gives "The Giant of Southern Skies" a far greater coverage area . . . a greatly expanded market for its advertisers . . . and better reception to additional thousands of viewers in the Station's 4-state coverage area. WFBC-TV's service area is increased by 48% in this move. The tower at Caesars Head is 3,000 ft. above Greenville and Spartanburg, and 1,000 ft. above Asheville. Height above average terrain is now 2,000 ft. (formerly 1,140 ft.). WFBC-TV now has Grade-A coverage in Greenville, Spartanburg and Asheville.



Ask the Station or WEED  
About WFBC-TV's  
"Giant Move Upward"

Let us tell you the advantages of our new Caesars Head Location . . . more viewers, better reception, greater dominance in this great 4-state market in the Southeast

Represented By  
WEED TELEVISION CORP.

### WFBC-TV MARKET DATA

From New Caesars Head Location  
(within 100 UV/M Contour)

Population	2,783,100
Incomes	\$3,163,844,000
Retail Sales	\$2,337,504,000
Television Homes	523,830

Channel 4

# WFBC-TV

Greenville, South Carolina  
NBC NETWORK



The Big difference in Philadelphia radio is



# TALENT

## WPEN PLAYBILL



**JACK O'REILLY**  
5:00-9:00 AM



**PAT & JACK**  
9:00-10:00 AM



**RED BENSON**  
10:00 AM-1:00 PM



**MAC MCGUIRE**  
THE 950 CLUB 1:00-3:00 PM  
Sundays 1:00-7:00 PM



**LARRY BROWN**  
THE 950 CLUB 3:00-7:00 PM  
Monday thru Saturday



**BUD BREES**  
7:00-11:00 PM

**PLAYING  
DAILY  
ON**



**FRANK FORD**  
11:00 PM-2:00 AM



**ART RAYMOND**  
2:00-5:00 AM

# WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC.

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### How soap's big three use air media

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### Network football's \$13 million play

- 43** Football's strong male-appeal draws auto, beer, cigarette and oil advertisers, boots network position to second place among all video sports

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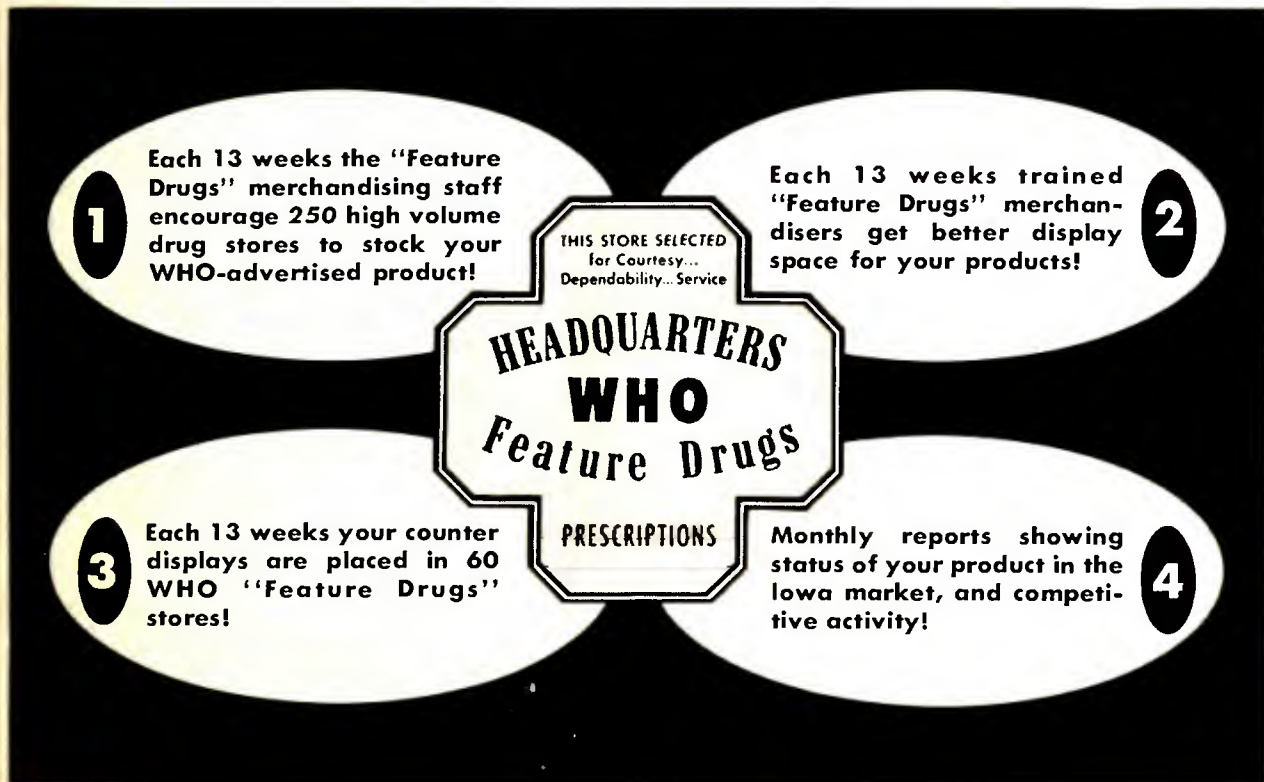
©1958 Sponsor Publications Inc.

# Station WHO puts the **PLUS** into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—comprehensive *plus* service offered, at no extra cost, to WHO advertisers whose products are sold in drug stores. 250 leading stores, accounting for 40% of drug volume in 76 of Iowa's 99

counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is \$250 per week for 13 weeks, or \$3250 within a 13-week period of time.



WHO's "Feature Drugs Merchandising Service" is producing **BIG RESULTS** for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!



Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives

## WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



# First flash from Arbitron!

(A CLEAN SWEEP FOR WCBS-TV)

*It's electronic! It's instantaneous! But the results are the same: WCBS-TV is New York's number one television station.*

*Minute by minute throughout the broadcast day, Arbitron, the exciting new electronic rating service, measures New York viewing instantaneously — and Channel 2 piles up impressive margins of leadership.*

*During the first week of continuous operation, Arbitron flashed this report:*

*WCBS-TV has the largest share by far of total audience viewing, with a 59% lead over the second-place station;*

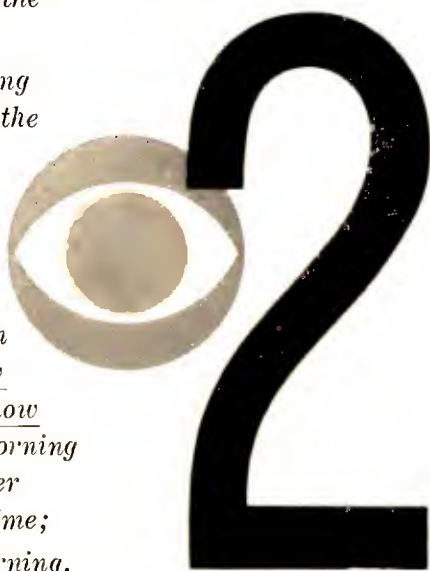
*Every single one of WCBS-TV's continuing local commercial programs leads all of the competition in its time period;*

*The Early Show leads its nearest station competition by 113% ... The Late Show leads by 89% ... even The Late Late Show has a larger audience at 1:30 in the morning than the average audience of any other New York station throughout the daytime; The highest-rated news programs — morning, afternoon, early evening and late evening — are all on WCBS-TV;*

*9 of the top 10 shows are on WCBS-TV.*

*The marvel of Arbitron is brand-new, but its findings are the same as from the other audience measurement services: clear-cut leadership for...*

Channel 2, New York **WCBS-TV**  
CBS Owned • Represented by CBS Television Spot Sales







# PORTLAND OREGON a KING SIZED AREA

that is  
covered by

KING SIZED



Nat'l Rep.  
WEED Radio Corp.

leader with



and

SPORTS

assures  
all  
advertisers

KING SIZED  
RESULTS



## NEWSMAKER of the week

*Last week, the newly-formed Independent Television Corp. was in the headlines again. The news: ITC had just acquired Milton Gordon's Television Programs of America for \$13 million. The announcement came right on the heels of the initial statement of the formation of ITC and its \$10 million in production commitments which are already underway.*

**The newsmaker:** Fast-paced Jack Wrather, oil man, financier, hotel magnate and board chairman of ITC-TPA. His newly-formed combine promises to be a leading contender as a top film financing, producing and distributing company.

Wrather's acquisition of TPA gives his already-strong organization an even firmer foothold in the tv film industry. In addition to 12 TPA properties currently in distribution, including the three Wrather productions, *Lassie*, *Lone Ranger* and *Sgt. Preston of the Yukon*, ITC takes over a more than 300-man staff (says Wrather: "I thought the organization as well as the properties.") and acquires five subsidiaries: TPA, Ltd.; TPA Films, Ltd.; TPA Music Corp.; Normandy Productions, Ltd.; and Donall & Harmon Advertising Agency.

ITC, before its new addition, was already mustering a good deal of attention in the trade. With a staff that includes ex-Ziv sales head Walt Kingsley as president, the company had an initial capitalization of \$2.5 million as well as \$10 million in production commitments from Jack Wrather Productions and a British producing arm, Associated TV. Each will produce two series annually; one of this year's four (*Tom Swift*), is ready for distribution.

Wrather doesn't plan to stop with ITC-TPA, either. In Las Vegas this week, at a semi-annual symposium of all Jack Wrather interests, new moves and further acquisitions were already under discussion.

If Wrather's past record is any indication, he'll keep moving fast. His business history goes back to shortly after World War II (he served as a Marine) when he returned to Dallas and his family oil interests. In 1946, he decided on a motion picture producing career and was off to Hollywood to enhance his already considerable fortune.

Wrather produced several movies, and then, four years ago, went into tv production with his three series (*Lassie*, etc.). Some of his other well-diversified interests: ownership of KFMB and KFMB-TV, San Diego, and KERO-TV, Bakersfield, Calif.; three hotels; and Muzak Corp. He's also married to Bonita Granville.



Jack Wrather



**from the heart of Pittsburgh  
to the entire tri-state area!**

**WIIC**

CHANNEL

**11**

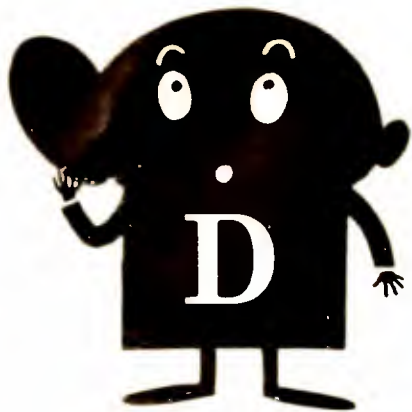
REPRESENTED BY  
**BLAIR-TV**

BASIC  
**NBC**  
AFFILIATE

**WIIC PITTSBURGH 14, PA.**

**Telephone: FAirfax 1-8700**

**TWX: PG 16**



“D” became Dopey  
From too much confusion  
Of gimmicked-up sound  
In redundant profusion!

In these days of high prices and low boiling points, a lot of broadcasters are relying on all sorts of attention-getting devices. Unfortunately most of them serve only to distract and confuse.

KHJ Radio, Los Angeles, believes that the best attention-getter (and attention-holder) is solid, mature programming, designed to specifically meet the variety of tastes that make up America's 2nd Market.

Nobody ever built up a loyalty to a kazoo or a glockenspiel, but for 36 years Los Angeles listeners have been loyal to KHJ's FOREGROUND SOUND and to the personalities on our air.

Never underestimate the variety of tastes in the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

**KHJ**  
**RADIO**  
LOS ANGELES  
1313 North Vine Street  
Hollywood 28, California  
Represented nationally by  
H-R Representatives, Inc.



## Timebuyers at work

Kay Ostrander, media supervisor, Anderson-McConnell, Los Angeles, feels that there are only five national reps in L.A. who are creative, constructive and original in their selling." While Kay has identified the five, names are withheld pending notification of reps and next of kin through Kay's identification: "The *creative* reps bring in a buyable commodity—that is, a suggested schedule that's in keeping with the product's character, and provide the balance and repetition it needs for the available budget. Unlike the non-creative, they don't merely hand you a printed schedule with the avails checked off." Kay says the *constructive* reps follow through and even originate from lost business. "When, for example, new information becomes available,"



Kay says, "these representatives inform the agencies immediately, helping them with new buys and readjustments where necessary." The *original* reps, Kay feels, pool their creativity with the buyer's and learn from losing. "From this, it should be easy for most reps to identify themselves—as one of the five or one of the balance."

Lynn Diamond, Emil Mogul Co., Inc., New York, reports the practice at Emil Mogul of buyers sharing information about markets between themselves. "So we will have a great deal of detailed market information over and above routine facts on income groups and population," Lynn says, "we pool all specific data and information



available to any one of us. In particular, we exchange knowledge of local customs and habits, weather and seasonal variations, times of factory shifts, whether or not school stays open when it snows, etc.—the kind of information that is learned through first-hand experience. In addition, we keep each other advised on current complications or news in these markets." Lynn's work with franchise accounts such as Lite Diet Bread

and Rayco keeps her in constant touch with individual communities. As a result the information she gathers is extremely helpful to all the buyers and advertisers with the agency, when selecting stations and setting up schedules. "The only way," Lynn says, "buyers can obtain intimate knowledge of a market is by sharing all data."





**...and that's not hot air!**

If you want *your* product sales to ascend in the Baltimore market, consider also:

- ★ W-I-T-H gives lowest cost per thousand listeners—by far—of any local station.
- ★ W-I-T-H gives complete, no-waste coverage of the purchasing area that *counts*.
- ★ W-I-T-H has imaginative programming for the whole family—24 hours a day.
- ★ W-I-T-H gives powerful merchandising to your product no other station can match.

***Send up your "trial balloon"!***

Contact Tom Tinsley, *Pres.*; R. C. Embry, *Vice Pres.*; or your nearest W-I-T-H national representative:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington  
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans  
McGavren-Quinn in Chicago, Detroit and West Coast









famous on the local scene . . .

yet known throughout the nation

More than any other institution, the local school establishes the integrity of its community. Because of this important contribution, it is recognized throughout the land as a symbol of the principles of an enlightened society . . . Storer Broadcasting, too, has become known nationally for integrity. Individual Storer stations' close community alliance and loyalty to the principles of responsible broadcasting have created this corporate image. And sales results show that a Storer Station is a Local Station.



**Storer Broadcasting Company**

**WSPD-TV** **WJW-TV** **WJBK-TV** **WAGA-TV**  
Toledo Cleveland Detroit Atlanta

**WSPD** **WJW** **WJBK** **WIBG** **WWVA** **WAGA** **WGBS**  
Toledo Cleveland Detroit Philadelphia Wheeling Atlanta Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 3-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6496



### the Metro Area

IN THE TOP 50 OF ALL  
262 METRO AREAS IN  
PERCENTAGE OF  
GROWTH IN

- POPULATION
- E.B.I.
- RETAIL SALES

Source: Sales Management Marketing  
on the Move—November 10, 1957

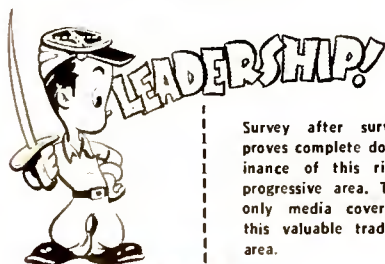
### the TV Market

#### 47 COUNTY NIELSEN COVERAGE AREA

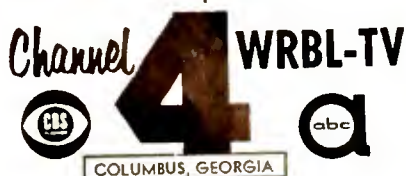
POPULATION	1,095,200
FAMILIES	268,300
TOTAL RETAIL SALES	736,664,000
FOOD STORE SALES	201,960,000
GEN. MERCHANDISE SALES	86,418,000
APPAREL STORES SALES	43,313,000
FURN. & HOUSE APPLIANCES	40,228,000
AUTOMOTIVE DEALER STORE	155,451,000
GAS SERVICE STATION	72,523,000
DRUG STORE SALES	24,150,000
EATING & DRINKING	29,170,000
BLDG. MTS. & HDWE.	48,755,000
TOTAL NET E.B.I.	1,256,409,000

Source:  
Coverage from NCS #3—1958  
Market Data from Sales Management  
Survey of Buying Power—May 10, 1958.

### the Station



Survey after survey  
proves complete dom-  
inance of this rich,  
progressive area. The  
only media covering  
this valuable trading  
area.



CALL HOLLINGBERY CO.

# Commercial commentary

## Copy platforms for radio and tv

From time to time, here at SPONSOR, we've been asked by agencies and advertisers, "How do you set up 'copy platforms' or 'copy check lists' for radio and tv commercials?"

Most of these questions arise, I suspect, because the air media are a lot younger than print, and radio and tv men are still a little awed by the "over-all" copy planning of their print brethren.

In a way this is a good thing. It's healthy for radio and tv creative people to want more system and organization in their work. But, on the other hand, there's no need for them to repeat all the foolish, flapping mistakes which print has made.

For instance, 25 years ago when I was breaking in as a print copywriter with the old Blackman agency, we had to type out our copy on "blue editing sheets." A left-hand column on these bilious blue forms carried a series of questions, printed in 6-point type. "Is this copy interesting? Compelling? Written from the buyer's viewpoint? Cover all main arguments? Contain an urge to buy?"

The hapless editor or copy chief was expected to ponder these queries like a meticulous Boy Scoutmaster—"Is he trustworthy? Loyal? Helpful?"—before giving his weighty O.K.

But in practice, of course, nobody ever paid the slightest attention to this bureaucratic chicanery, and it finally died the death it deserved.

Similarly with most copy platforms. They're conceived in a burst of earnestness and soul-searching, but, after a brief period of enforced popularity, they tend to be regarded as silly, needless paper work, delegated to the traffic control of some flat-headed but round-bottomed assistant who makes everyone's life miserable by insisting that they be filled out regardless.

## Check list must be practical

Copy platforms, and to a lesser extent copy check lists, can be enormously helpful and valuable, if properly put together. But the first thing to remember is—they ought to be planned as practical, workable business tools for the guidance of *creative* people.

They're not worth a damn if they're merely the plaything of some literal-minded, systems-conscious account executive. Or the brain-child of some pedagogical office Moses, who wants to rewrite the Ten Commandments of Advertising on tablets of mimeo paper.

Agencies differ widely in their approach, but the best copy platforms I've ever seen (for all media, including radio and tv) were simple, one-page statements, written down before creative work began, and containing succinct explanations of the following:

- 1) The sales problem
- 2) The sales objective
- 3) Audience to be reached
- 4) Basic copy strategy
- 5) Main copy points
- 6) Special considerations and cautions

Of these, the statement of the sales problem is easily the most







## PRODUCTS OF SYRACUSE

*...important in the home*

Made by L. C. Smith & Corona, one of the 950 manufacturing companies located in the Syracuse area, this portable plays an important part in American homes from school age to old age . . .

Just as WHEN-TV viewing at every age plays an important part in almost every Syracuse home.

To make your product an important part of Syracuse and Central New York, place it on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.

*when you want to sell Syracuse*  
**WHEN-TV**

A Meredith Radio & Television Station affiliated with Better Homes & Gardens and Successful Farming Magazines.

KCMO KCMO-TV  
Kansas City

KPHO KPHO-TV  
Phoenix

KRMG  
Tulsa

WOW WOW-TV  
Omaha

## Problem Solved by a Timebuyer



Joe's problem was spot cost-per-thousand. Too high, said the client.



Competitive markets made saturation tough, ratings low.



Take a look, said Blair TV Associates, at the WCTV market. He looked and pondered.



Joe found 110,580 homes, largely unduplicated, (NCS #3)



... and married the client's daughter and lived wealthily ever after.

**WCTV** Tallahassee  
Thomasville  
for North Fla. and South Ga.  
John H. Phipps  
Broadcasting Stations

important. Here are a couple of clearly defined sales problems from accounts I have worked on in the past:

*The sales problem:* to increase the sales of Ivory Soap in the face of the fact that Ivory was then used in 70% of all American homes (situation as of the middle 30's).

*The sales problem:* to build the sale of Heinz condensed soups despite tough competition from Campbell which controlled 90% of the market and sold for 2¢ less per can (situation as of 1948).

Notice that in both cases the sales situation was stated in realistic "problem" terms. The commonest reason for weak, muddle-headed advertising is that creative people have failed to see the job as a problem to be solved or a difficulty to be overcome.

*The sales objective,* also, should be stated in down-to-earth language. If you're shooting for a 10% increase in sales or shipments (and your account, media, and marketing people have agreed on this as a reasonable goal) put it down in black and white. It will help to keep your creative feet firmly planted on the ground.

*Audience to be reached* is an obvious requirement, so obvious that it is often forgotten. Fill in the kind or type of people you'll be talking to—housewives, men, dog-owners, kids, homeowners, etc.

*Basic copy strategy* is your over-all battle plan, and it's usually the most difficult of all items to formulate. Think through how you're going to attack the problem, the grand strategy you'll use. In the case of Ivory Soap, we decided to concentrate on "spreading the use," and pushing the large-size cake. With Heinz, we attempted to encourage sampling and comparison with Campbell. Both strategies were soundly conceived. The Ivory plan worked spectacularly, the Heinz less well for a variety of outside, non-advertising reasons.

Under "Main Copy Points," list briefly all the principal sales you'll have at your command. Under "Special Considerations and Cautions," put down any significant items such as "half the commercials feature the large, half the economy size pack." And, if you want to be frank, add such words of wisdom as "Mr. X, president of XYZ Co. doesn't know anything about advertising and cares less. But if his refrigerators don't show up white, *white*, WHITE in tv and magazines, he'll cut you into juicy bits of quivering and protesting flesh."

### Using a Copy Platform

You'll notice that none of the copy platform items listed above attempt to define either copy ideas, or creative techniques. This is intentional. The purpose of a copy platform is merely to stake out the areas in which creative work will be done.

Think of it as the kind of basic briefing you'd give to an architect—"We want a U. S. building at the Brussels Fair. The site looks like this. Our appropriation picture is this. And the building will be used for these purposes." From that point on it's up to the Ed Stones of your organization to dream up the creative concepts.

Remember, too, that a good copy platform should also serve as a statement of principles, and an instrument for agreements with other agency departments, and members of the client's organization. See to it that account men and ad managers understand and agree with your platforms. It will help to keep them on the track.

Sometimes of course, you'll run into free-sweating, hard-breathing extroverts who say "Nuts to all this theorizing. Lemme see the storyboards." (or the tape, or the layouts). But even when you're dealing with such exasperating problem children, copy platforms can be of practical help. Just make certain that you keep them short, simple, and easy to understand.



# "MAN, JUST DON'T DIG THAT KBIG"

Not everyone listens to KBIG. And frankly, we rather enjoy this distinction. KBIG is interested in reaching only a stable, *mature* audience... and we do! 91% *adult* listeners (Pulse, Inc.) in 234 Southern California communities.

KBIG appeals to a *convincible* audience with the ability to *buy* your product.

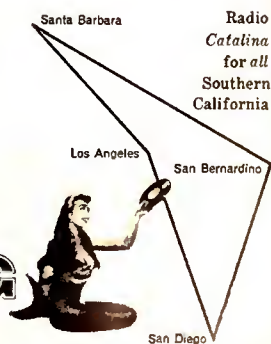
This is an irresistible value in *profitable* radio coverage at 71% *less* cost than competitive stations!

The Refreshing Sound of Radio... 740 kc, 10,000 watts

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Boulevard, Los Angeles 28, California • HOLLYWOOD 3-3205

**KBIG**



# OUTSTANDING



Baseball's World Series, perennially capturing the enthusiasm and loyalty of millions of fans, is outstanding in the American calendar of sports.

Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

\$6 2/3 billion income

\$3 3/4 billion retail sales

942,661 TV sets

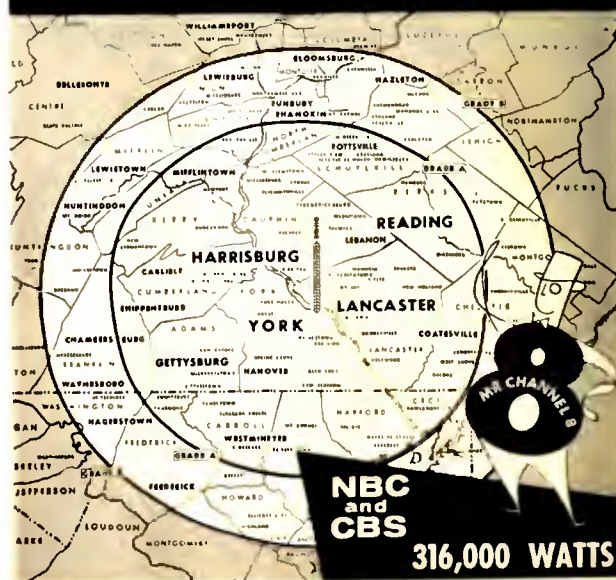
## WGAL-TV

**CHANNEL 8—Lancaster, Pa.**

**NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

**AMERICA'S 10th TV MARKET**



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



# SPONSOR-SCOPE

27 SEPTEMBER 1958  
Copyright 1958  
SPONSOR PUBLICATIONS INC.

Early this year prophets in the advertising trade were predicting that the recession would find the durables—particularly those with an institutional intent—on an exodus from tv.

The succeeding tables indicate that there was a defect in the crystal balls. Thus:

**Surprise No. 1** of the current tv network selling season has been the way the chemical companies have flocked to the medium.

What makes this flurry doubly interesting is the fact that the message, in most cases, is directed to the customers' customers.

The line-up of network clients from the chemical field includes:

ADVERTISER	ESTIMATED EXPENDITURE (TIME AND TALENT)
DuPont .....	\$5,000,000
Olin Mathieson .....	\$5,000,000
Chemstrand .....	2,500,000
National Carbon .....	3,500,000
Monsanto .....	1,100,000
Dow Chemical .....	400,000
Eastman .....	150,000
<b>TOTAL</b> .....	<b>\$14,050,000</b>

Note: Several of the foregoing also are quite active in spot tv.

**Surprise No. 2** is provided by other corporate leaders in the durable goods field—outside of automobiles—who are making healthy expenditures in tv this season:

ADVERTISER	ESTIMATED EXPENDITURE (TIME AND TALENT)
Aluminum Co. of America .....	\$2,800,000
General Electric .....	5,800,000
Reynolds Metals .....	7,500,000
Sperry-Rand .....	2,700,000
Westinghouse .....	11,000,000
Aluminium, Ltd. ....	1,000,000
AT&T .....	6,000,000
Kaiser Industries .....	4,500,000
Libby-Owens-Ford .....	2,000,000
U. S. Steel .....	5,000,000
<b>TOTAL</b> .....	<b>\$48,300,000</b>

New national spot radio may not be keeping pace with the buying boom in spot tv, but that isn't because of diminishing enthusiasm for the audio medium.

It just happens that, as one buyer put it, "everybody decided at the same time to swing into spot tv."

Look for this to happen: Increasing demand for major radio daytime and fringe time availabilities.

Radio soon may be able to stage a homecoming for a couple of old friends:

**FRIEND NO. 1:** General Mills may return on a major scale for a corporate drive.

The company has under advisement a radio plan involving daytime which would provide a seven-day spread—allowing it to insert whatever products it sees fit for special exploitation at a particular time.

**FRIEND NO. 2:** If the various product managers involved can be brought into agreement, Lever Bros. also will be riding the corporate horse soon.

The buy under discussion would give each brand an opportunity to use the radio vehicle to stay on for as short or extended a time as it sees fit.

New business prospects in national spot radio last week included:

Wheatena (C&W) was asking for minutes in women's shows, and Roma Wine (FCB, San Francisco) was placing a six-week saturation campaign.

Chicago this week took the spotlight as the source of new national spot tv business, while New York reps were busy on the availabilities that have poured in on them since Labor Day.

The past week's newcomers from the Michigan Avenue sector include:

Ovaltine (Tatham-Laird), in the top 70 markets for 28 weeks, with two different schedules: late evening minutes and minute participations in children's programs.

Wilson & Co. (K&E), five-minute personality interviews for 28 weeks, starting 17 November in about 60 markets. Ground rules: the three five-minute shows are to be stripped Monday through Friday at the contiguous rate. Stations are giving this a mixed interpretation: some are offering the 15-minute rate, and others are figuring at the hourly rate plus 15 minutes.

Purex for Dutch Cleanser (E. H. Weiss), a four-week schedule of I.D.'s, starting 3 November in 17 markets.

ABC TV's loss in the race for about \$1,500,000 worth of Vick business has become spot tv's gain.

Vick was interested in buying into ABC TV's daytime charter plan; but Y&R demurred, arguing that Bristol-Myers, already a member of the plan, had products that were competitive with Vick's.

NBC TV also tried to get a clutch on that \$1.5 million but failed.

The spot plan consists of a schedule of announcements for 26 weeks in 40-50 markets. (Vick previously had committed itself for \$1 million with the NTA Network.)

Interest in the creation of stereophonic sound via the use of multiple air facilities seems to be spreading along Madison Avenue.

This may well turn out to be the next big promotional device for selling manufacturers of audio appliances on radio campaigns.

If the stereo concept takes hold, it could go a long ways toward boosting business for fm stations.

In other words, if a client were interested in featuring stereo in his program, he could buy not only an am station in the market but arrange to broadcast the show simultaneously on an fm station.

In fact, one of the leading manufacturers in tv and radio is considering introducing the new audio line in this fashion late this year.

What makes the whole trend inviting is the public's current kick in stereo music and gadgetry.



Westerns may stir up a lot of noise and arouse the critics, but nevertheless they aren't the No. 1 program type on the tv networks' nighttime schedules this fall. Actually, comedy leads the parade.

The statistics below, compiled by SPONSOR-SCOPE, shows that of the **105 nighttime sponsored programs**, the western contingent adds up to 18, or 17% of the total, whereas comedy shows number 23, or 22% of all programs.

Here's the breakdown:

PROGRAM TYPE	NO.	PROGRAM TYPE	NO.
Comedy: Situation	15	Audience participation	12
Variety	8	Documentary—Interview	5
Drama: Westerns	18	Music: Variety	8
Adventure	11	Straight	7
Mystery	10	Sports	3
Straight	8	<b>TOTAL</b>	<b>105</b>

Note: Comedy also is a more or less important ingredient in the eight music-variety shows.

(See Tv Basics, page 45, for an analysis of average program costs for this season.)

A nighttime network program headed by a personality will get you a 50% better sponsor identification than a western on the average.

That's the gist of some research just completed at BBDO.

For the two-sided look, the agency (culling from Trendex) weighed in 16 westerns with alternate sponsorship against 18 alternately-sponsored personality shows.

The average correct sponsor identification for the westerns was 28.0%. The average for the personality shows: 55.4%.

Curiously, the lowest i.d. rater (15.7) among the westerns was **Have Gun Will Travel**, which audience-wise has an unusually high rating. The top i.d. rater in the same field was **Maverick**, with a 43.7%.

The show with the highest i.d. rating in the personality group was **Arthur Godfrey** (84.2%) and the lowest was the **Phil Silver Show** (28.7%).

Incidentally, the average for the personality shows with a single sponsor came out at 69.2%, the **Dinah Shore Chevy hour** leading with an 87.3%. **Hitchcock** tapped out at 38.2%.

**Don Coyle** has moved up another notch in ABC TV's sales hierarchy.

He's now v.p. and general sales manager, reporting directly to **Bill Mullen**, v.p. in charge of network sales. Coyle retains authority over sales development and research.

**Slocum (Buzz) Chapin** takes over the western division, which comprises Chicago, Detroit, and West Coast network sales.

When an ad agency produces a show nowadays, it legitimately comes under the heading of news.

**Esty** is getting that unique distinction by putting together the film documentary on the contesting teams which will precede the World Series on NBC TV.

The costs for time and production of the half hour will come to around \$110,000. The client: **National Carbon**.

The tv networks have a hefty problem with daytime, even though the billings in that area are booming.

With the quizzes wearing thin, the networks are faced with the task of doing something drastic about their daytime programing schedules.

You'll hear talk about the need for developing more daytime personality shows; but cynical admen retort that the networks have a tendency to give daytime personalities short shrift if they don't click immediately.

Take it on the testimony of NBC TV's sales department: It had to put up a stiff pitch to sell RCA (K&E) on the alternate sponsorship of Northwest Passage.

The money's coming partially from a budget figured for Life magazine.

Look for Detroit to pursue a cautious course about cutting loose with new advertising money until it sees how the public takes to its 1959 models.

Opinion among agencies with the Big 3 accounts is that if the early reception turns out good, there'll be a flood of auto money after the first of the year for both network and spot.

It could wind up as a walloping first quarter for all of tv.

Time Magazine's buy this week of a segment of Invitation to Learning on CBS Radio recalls a quip definition of this show that was rampant in the trade years ago.

The definition: Invitation to Learning is the type of program that you start off by owing Crosley five points.

Other CBS Radio transactions this week: 12 Impacts sold to Lorillard and a renewal by Tareyton for 12 weekly segments for 13 weeks.

ARB plans to have its Arbitron operation going in Chicago in a couple weeks and in L.A. by the end of the year.

The research firm's new package also will include one-week and four-week average ratings in all non-monthly markets (100 of them) plus a multiple-market network competitive area report based on seven cities.

(For an in-depth, updated study of the ARB services, see page 36.)

Campbell Soup and Shulton have only partially solved their clearance problem with the Donna Reed Show on ABC Tv, even though they've bought 27 markets on a spot basis.

The more important spot arrangements to date: Louisville, Greensboro, Little Rock, Savannah, and Duluth. Still open and undelivered: Rochester, Syracuse, Birmingham, Jacksonville, and San Antonio.

There's a school of veteran air media experts on Madison Avenue which thinks the tv networks would do well to cut short the feuding, bickering, and recriminations with newspaper critics over their attitudes and reviews of programing.

Say these admen: The networks would be exercising a far superior level of statesmanship by not letting themselves get upset over the columnar barbs; instead they should accent and dramatize the positive. In other words, keep underscoring the things that even these critics have praised.

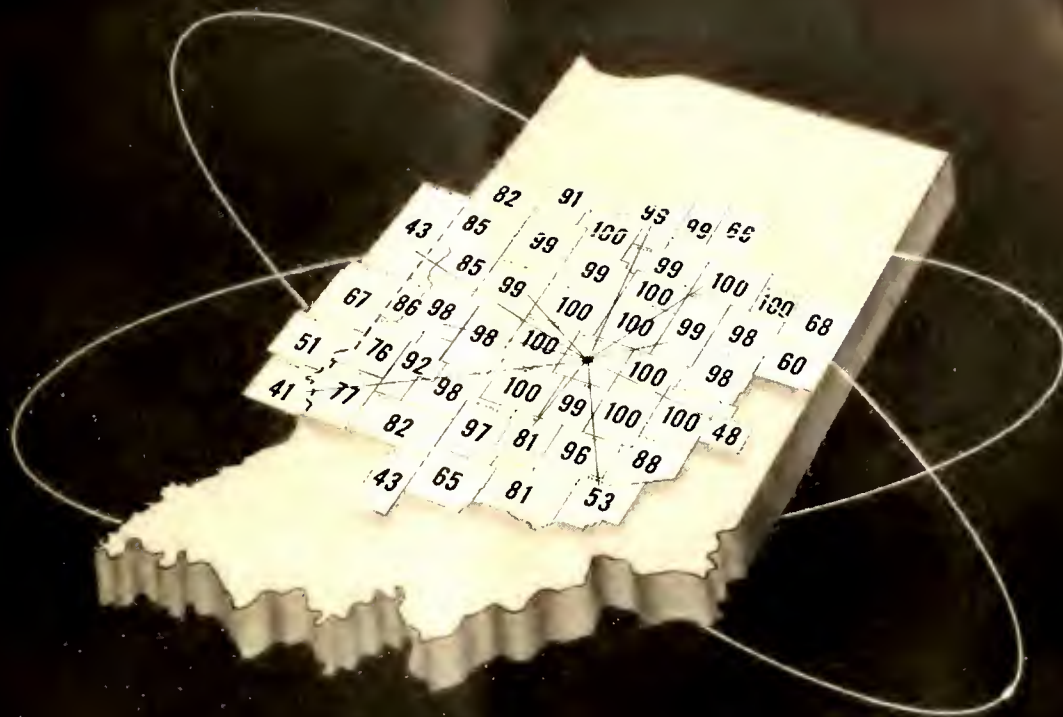
Tv could still take a licking in some areas of the hard goods business unless the creative fellows find a formula flexible enough to meet today's need for the hard-sell.

The problem, as outlined by the planning head of a top-rank agency this week:

Manufacturers of white home appliances see the hard-sell principle riding high for some time to come; so it's imperative their advertising bear down at length on benefits. They recognize that tv is their best bet, but they're bothered by this question: Is tv's pattern of commercial placements too limited for their pitch requirements?

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 24; News and Idea Wrap-Up, page 61; Washington Week, page 59; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 78; and Film-Scope, page 57.





*In all satellite counties covered . . .*

**WFBM-TV sells to widest audience potential!**

**First by a good margin**, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — *map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.*

*where else . . .*

- will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?
- does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

**only here** — where WFBM-TV is *first* in Mid-Indiana — can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, *better* look! *We are proud of our current ARB.*

**The Nation's 13th Television Market**  
 . . . with the only basic NBC coverage  
 of 760,000 TV set owning families.

●●●●● **Indianapolis itself** — Major retail area for 18 richer-than-average counties. 1,000,000 population — 350,600 families with 90% television ownership!

●●●●● **11 Satellites** — Each a recognized marketing area — and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ Agency**



WESTERN UNION  
TELEGRAM  
WPMH A

NEW  
SPONSOR  
GALLO  
L & M

IMMEDIATE ACCEPTANCE OF ZIV'S  
"MACKENZIE'S RAIDERS" PROVED  
BY SIGNING OF SPONSORS AND  
STATIONS IN OVER 100 CITIES.  
THIS THRILLING NEW TV SERIES  
STILL AVAILABLE IN FEW REMAINING  
MARKETS. CHECK YOURS NOW.



**MACKENZIE'S**

starring **RICHARD**

OKLAHOMA CITY, LOUISVILLE  
SPONSORED BY  
LINCOLN LIFE INS. CO.

BALTIMORE, WASHINGTON,  
PITTSBURGH, MILWAUKEE,  
MINNEAPOLIS - ST. PAUL  
AND MANY OTHER MAJOR MARKETS  
SPONSORED BY  
BROWN & WILLIAMSON—  
RALEIGH CIGARETTES

BIRMINGHAM  
SPONSORED BY  
ZEIGLER PACKING

BOSH  
AT  
KTT  
WS-T  
WLS-  
KFD-  
WSA-  
KOL-



**SAN FRANCISCO  
SPONSORED BY  
AMERICAN MOTORS**

**DENVER  
AND MANY OTHER IMPORTANT  
WESTERN MARKETS  
SPONSORED BY  
ADOLPH COORS BEER**

**ST. LOUIS  
SPONSORED BY  
BANK OF ST. LOUIS**

**DETROIT, CLEVELAND,  
DAYTON, COLUMBUS,  
INDIANAPOLIS, FT. WAYNE  
AND MANY OTHER IMPORTANT  
MIDWEST MARKETS SPONSORED BY  
STROH'S BOHEMIAN BEER**

**WESTERN UNION  
TELEGRAPH**  
BOUGHT BY IMPORTANT  
STATIONS LIKE  
KVAR  
KSL-TV  
KEYT  
WTVT  
KOLD-TV  
KCBD-TV  
PHOENIX  
SALT LAKE CITY  
SANTA BARBARA, CAL.  
TAMPA, FLA.  
TUCSON  
LUBBOCK

**MIAMI  
AND A LONG LIST OF OTHER  
MAJOR MARKETS SPONSORED BY  
SCHLITZ BEER**

**WESTERN UNION  
TELEGRAPH**  
BOUGHT BY IMPORTANT  
STATIONS LIKE  
KERO-TV  
KGHL-TV  
WHDH-TV  
WFAA-TV  
WHTN-TV  
WBRZ-TV  
BAKERSFIELD, CAL.  
BILLINGS, MONT.  
BOSTON  
DALLAS  
HUNTINGTON-  
CHARLESTON  
BATON ROUGE

**LITTLE ROCK  
SPONSORED BY  
KROGER**

**ZTV  
Television**

neca's leading advertisers  
going to share in the tre-  
mendous impact of "Macken-  
e's Raiders".

ors of hard-fighting, hard-  
in heroes from the archives  
the U. S. Cavalry—a fiery  
paper in American History.

re dramatic impact of  
tic, adventure, and daring  
at means profitable program-  
ing for you.

# RAIDERS" CARLSON



**T.  
P.  
T.  
L.  
S.  
N.**

**brings the  
spots in LIVE!**

**The nation's  
highest  
audience-  
rated  
Negro group**

Buy		Save
1	<b>WOLU</b>	
2	<b>WOLU</b>	5%
3	<b>WOLU</b>	7½%
4	<b>WOLU</b>	10%



**ebony radio**  
Represented by John E. Pears

## SPOT BUYS

### TV BUYS

**American Chicle Co.**, Long Island City, N. Y., is entering top markets for its Roloids and Clorets. The schedule starts 1 October, runs through the end of the year. Minutes during nighttime slots are being scheduled; frequency depends upon the market. The buyer is Jack Dougherty; the agency is Ted Bates & Co., New York.

**The Procter & Gamble Co.**, Cincinnati, is initiating a campaign in scattered markets for its Crisco. The schedule starts 1 October, runs through the P&G contract year. Minute announcements, both daytime and nighttime, are being used, with frequencies varying. The buyer is Bill McGivney; the agency is Compton Advertising, Inc., New York.

**Family Products Division**, Warner-Lambert Pharmaceutical Co., Inc., Morris Plains, N. J., is planning a campaign for its Listerine products. The schedule starts 6 October, runs through December. Minutes and chainbreaks during nighttime periods are being placed; frequency depends upon the market. The buyers are Frank Sweeney and Bill Millar; the agency is Lambert & Feasley, Inc., New York.

**Lever Bros. Co.**, New York, is entering top markets for its Praise soap. The campaign starts 5 October; minutes and chainbreaks during night slots are being used. Frequency depends upon the market. The buyers are John Shima and Mary Dwyer; the agency is Kenyon & Eckhardt, Inc., New York.

### RADIO BUYS

**Wise Potato Chip Co.**, Berwick, Pa., is going into various markets for its potato chips. The schedule starts 1 October, runs from two to four weeks, depending upon the market. Minutes during daytime segments are being slotted, with frequencies varying. The buyer is Bill McLaughlin; the agency is the Lynn Organization, Wilkes-Barre, Pa.

**The Texas Co.**, New York, is kicking off a campaign in top markets throughout the country for its Texaco gasolines and oils. The four-week schedule starts 2 October. Minutes during both daytime and nighttime periods are being slotted; frequency depends upon the market. The buyer is Jeremy Sprague; the agency is Cunningham & Walsh, Inc., New York.

**B. C. Remedy Co.**, Durham, N. C., is entering top markets for its B. C. headache tablets. The campaign starts in October for 13 weeks. Minutes during both daytime and nighttime segments are being placed; frequency varies from market to market. The buyer is Martha Gehring; the agency is N. W. Ayer & Son, Inc., Philadelphia.

**Esso Standard Oil Co.**, New York, is entering top markets for its Uniflo Motor Oil. The eight-week campaign starts in October. Minutes during traffic hours are being scheduled; frequency depends upon the market. The buyer is Dick Branigan; the agency is McCann-Erickson, Inc., New York.





## On movin' pelves - and pizza

Everybody around WOOD-TV is stupid enough to recommend that old jazz of trying to sell refrigerators to Eskimos.

— when our esteemed client, the Pizza Palace, declared willingness to pop for a schedule, local salesman Dave McConnaughey pitched the one WOOD-TV show that is frankly rock 'N' Roll — O'Hara's BOP HOP on Saturday afternoon.

The result was a sellout of all pizzas before the dinner hour had passed — not once, but twice! Other advertisers like Seven-Up, original and major sponsor; Seyfert's (Potato Chips); Eckrich (Hot Dogs); Leonard Distributing (Record Players); are also happy as gold bugs on the mother lode.

For these clients who have bought BOP HOP, cash register

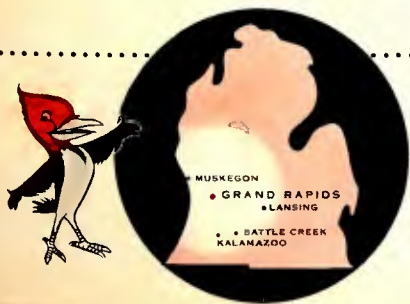
results are a lot more impressive than the show's top ARB rating.

For *some* products, teenagers are all-important — and WOOD-TV has the show and the personality to reach them. If you want to emulate the Pizza Palace, consider O'Hara's selling ability on BOP HOP the next time Katz advises there is an availability.

WOOD-TV is first—morning, noon, night, Monday through Sunday—May '58 ARB Grand Rapids

WOOD-AM is first—morning, noon, night, Monday through Sunday—April '58 Pulse Grand Rapids

*Everybody in Western Michigan is a WOODwatcher.*



# WOOD <sup>AM</sup> TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.





# Be Sociable..."



*"Be sociable, have a Pepsi."* That theme earmarks one of the important advertising campaigns of broadcast history: Pepsi-Cola's current 14-week drive on all four radio networks *at once*. Pepsi tapped network radio for this promotion to reach and register with a total population. (Campaign magnitude: an estimated half-billion impressions.) As the company said, "...no other medium offers the speed, penetration, saturation and continuity; nor can any other medium reach so many people at a comparable cost per thousand impressions." So whether you need all four networks or one (we know one)—have network radio, and be sociable. Mix with people....

*Circulate more!*

## CBS Radio Network



## Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape® Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA  
Offices in Principal Cities



© 1958 AMPEX CORP.



# 49th and Madison

## UN guide

I thought you might be interested in the addition of the UN logo to our stationery. The stationery idea was instituted by a jewelry firm in Providence, namely Anson, Inc. We were so impressed with the idea that we added it to our stationery.

Soon you will see the same logo on the tail of all airlines as the original idea was the brainchild of Charles Dent, an airline pilot. We are probably the first broadcaster to have the logo and I sincerely hope the idea will spread. The United States Committee for United Nations is promoting this plan and we are trying to help all we can.

I hope you like the idea.

J. S. Sinclair  
Station Manager  
WJAR, WJAR-TV  
Providence, R. I.



• The mission of the United States Committee for the U.N. is to arouse interest and disseminate facts about the U.N. A non-partisan organization, its headquarters at 375 Park Ave., N. Y. 22, N. Y.

## Local tie-in

Enjoy your magazine tremendously and although we are not located in a prime market, we use the articles in SPONSOR to tie in with local needs as they arise in television advertising.

E. F. Bourque  
Television-Dir. WINK-TV  
Fort Myers, Fla.

## P&G's creativeness

As a one-time local TV film producer in Chicago and currently as a film commercial editor at WBBM-TV, I couldn't agree with you more on your article "P&G and creativeness," SPONSOR, 30 August.

Sincerely yours,  
Arthur D. Sakelson  
Film Department  
WBBM-TV Chicago

## Sponsor, sponsor

Congratulations, Gentlemen . . . on "Nobody Gets the Business" in your August 16th issue.

We liked it so much that we have only one question: How many reprints can we get and what is the cost?

Ronny Kahn  
Sales mgr.,  
KYA, San Francisco

• Reprints of this article are available to our readers at 20c each up to 100, slightly less for orders of more than 100.

## Internationalism

A letter we received this morning probably gets the nomination for the most interesting request for our "Report on Local Radio Programing," printed in SPONSOR. As you can well imagine, we have received hundreds of requests for this report from all over the country and into Canada and the British Isles. But this is the first request we have received from Hongkong.

I am sure that the second paragraph of Mr. George Ho's letter is of special interest to you. I'll bet you didn't know your readership had such an international flavor!

Arthur H. McCoy  
Exec. vice pres.,  
John Blair & Co.,  
New York

• Reader Ho is managing director of Goddard & Co., Ltd., manufacturers representatives. He wrote that he had learned about the Blair Report through SPONSOR.

## Readers read

Oops—you forgot two.

On page nineteen of your September 13th Sponsor-Scope you list the shows with Corporate names in the title. The two you overlooked are:

Westinghouse Lucille Ball-Desi Arnaz Show and Westinghouse Desilu Playhouse.

You see I do read your magazine.

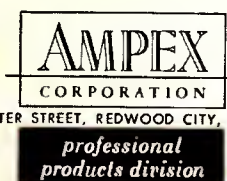
J. Gilbert Baird  
Sales prom. mgr.,  
Consumer Products,  
Westinghouse Elec. Corp.,  
Mansfield, Ohio

# We taped the weekend shows



Mr. Ken James, Program Director  
KENS-TV, San Antonio

"We Videotaped\* the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs—featured 'live' guests who would not have been available without Videotape!"



850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

\*TM Ampex Corporation



# PETERS, GRIFFIN

## S P O T R A

**NEW YORK**  
250 Park Avenue  
Yukon 6-7900

**CHICAGO**  
Prudential Plaza  
Franklin 2-6373

**DETROIT**  
Penobscot Bldg.  
Woodward 1-4255

**HOLLYWOOD**  
1750 N. Vine St.  
Hollywood 9-1688

**ATLANTA**  
Glenn Bldg.  
Murray 8-5667

**DALLAS**  
335 Merchandise Mart  
Riverside 7-2398

**FT. WORTH**  
406 W. Seventh St.  
Edison 6-3349

**SAN FRANCISCO**  
Russ Building  
Yukon 2-9188

*Pioneer Station Representatives Since 1932*



# BUYERS *are* LISTENERS

But not necessarily **VICE VERSA**

Audience composition is an important factor in spot radio that every **PGW** Colonel keeps in mind. That's one way he can help in advertising campaign planning. And contrary to a popular saying — "Mostest may not always be Bestest."

Good advertising seeks prospects who can buy the products offered. The radio stations and markets represented by **PGW** are important factors — not only in the communities they serve — but also to every well planned national campaign.

Call **PGW** today for detailed market information.

## THE CALL LETTERS OF THE SALES GETTERS

### West

KBOI—Boise . . . . . 5,000  
KGMB-KHBC—Honolulu-Hilo . . . . . 5,000  
KEX—Portland . . . . . 50,000  
KIRO—Seattle . . . . . 50,000

### Midwest

WHO—Des Moines . . . . . 50,000  
WOC—Davenport . . . . . 5,000  
WDZ—Decatur . . . . . 1,000  
WDSM—Duluth-Superior . . . . . 5,000  
WDAY—Fargo . . . . . 5,000  
WOWO—Fort Wayne . . . . . 50,000  
WIRE—Indianapolis . . . . . 5,000  
KMBC-KFRM—Kansas City . . . . . 5,000  
WISC—Madison, Wis. . . . . 1,000  
WMBD—Peoria . . . . . 5,000

### East

WBZ+WBZA—Boston and  
Springfield . . . . . 51,000  
WGR—Buffalo . . . . . 5,000  
KYW—Cleveland . . . . . 50,000  
WWJ—Detroit . . . . . 5,000  
WJIM—Lansing . . . . . 250  
KDKA—Pittsburgh . . . . . 50,000

### Southwest

KFDM—Beaumont . . . . . 5,000  
KRYG—Corpus Christi . . . . . 1,000  
WBAP—Fort Worth-Dallas . . . . . 50,000  
KTRH—Houston . . . . . 50,000  
KENS—San Antonio . . . . . 50,000

### Southeast

WCSC—Charleston, S. C. . . . . 5,000  
WIST—Charlotte . . . . . 5,000  
WIS—Columbia, S. C. . . . . 5,000  
WSVA—Harrisonburg, Va. . . . . 5,000  
WPTF—Raleigh-Durham . . . . . 50,000  
WDBJ—Roanoke . . . . . 5,000

WOODWARD, INC.



# TELEVISION IN KANSAS IS KTVH

**BASIC CBS**

SERVING *Wichita* PLUS  
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KANSAS COMMUNITIES

**BLAIR TELEVISION ASSOCIATES**

STUDIOS IN HUTCHINSON AND WICHITA

HOWARD D. PETERSON, GENERAL MANAGER

**HUTCHINSON**



## How soap's big three rank in tv and radio

Among all advertisers for 2nd quarter, 1958

	All national advertising*	Net tv	Spot tv	Net Radio	Spot Radio
<b>P&amp;G</b>	1st	1st	1st	40th	27th
<b>LEVER</b>	7th	5th	2nd	21st	4th
<b>COLGATE</b>	4th	4th	3rd	13th	8th

SOURCES: TVB, RAB, SPONSOR estimate. \*First six months, 1958.

## Soaps washing out print for more air

✓ The Big Three soap makers, already huge radio and tv advertisers, are swinging even more heavily to air media

✓ Lever, for one, has cut print drastically this year, to gain the speed, impact, and flexibility that air media offer

**P**rocter & Gamble, Lever Brothers Co. and Colgate-Palmolive Co.—the Big Three soap companies who dominate the \$1 billion soap and synthetic detergent market—currently are undergoing a significant reappraisal of their media strategy.

The Big Three are, of course, long-time leaders among air media advertisers; as the chart above shows, they are 1-2-3 among spot tv advertisers, well up in network tv, and (except for P&G in net radio) among the top 30

advertisers in both spot and network radio.

Yet if current trends continue, here's what's going to happen:

- More soap money will be moving out of print—especially magazines—and into radio/tv.

- The way the soap makers use air media also is changing.

**Lever Bros.**, for example, has been making drastic cuts in its magazine expenditures. At its present pace, Lever will spend about \$1.5 million less in

magazines this year than in 1957. But at the rate Lever is plunging into tv, the company should spend about \$4 more in net tv and \$3 million more in spot than last year.

**P&G** and **Colgate** are not shifting budgets from print to tv so heavily or so fast, but the trend is unmistakable. **SPONSOR** interviews with top agency, network and rep executives indicate they expect all three soap makers to continue a heavy swing to both radio and television.

Why, when they're already such heavy spenders in air media, are the Big Three moving even further in that direction?

There is no single dominant reason, according to most admen interviewed by **SPONSOR**. But these are the primary reasons:

1) Soap makers are becoming more

## HOW SOAP'S BIG THREE ARE INCREASING TV SPENDING

### In network tv

	1956	1957	1st half 1958
P&G	\$13,457,339	\$47,046,015	\$24,991,781
Colgate	19,880,282	19,375,713	10,320,121
Lever	11,322,643	16,297,289	10,288,263

### In spot tv

	1956	1957	1st half 1958
P&G	\$17,522,450	\$25,916,840	\$14,287,600
Colgate	7,311,700	7,739,080	4,759,100
Lever	4,535,010	7,642,980	5,576,700

SOURCE: TVA

## WHAT SOAP'S BIG THREE MEAN TO THE TOP ADVERTISING AGENCIES

Last year, the Big Three soap manufacturers spent almost \$175 million in measurable media, and by the end of this year the total probably will hit \$200 million.

Expenditures of this size, especially when split up into separate advertising accounts, spell a bonanza for many a major agency.

Here is a list of *only* the soap brands of the Big Three (excluding dentifrice, shampoo, food or other products), showing how they are apportioned:

<u>Agency</u>	<u>Brand</u>	<u>Company</u>
Y&R	Cheer, Spic & Span	P&G
JWT	Rinso, Rinso Blue, Lux Flakes, Lux Toilet Soap, Lux Liquid	Lever
BBDO	Surf, Wisk, Gayla	Lever
Bates	Fab, Octagon, Palmolive	Colgate
B&B	Tide, Zest, Ivory Snow	P&G
Burnett	Camay, Joy, Lava	P&G
D-F-S	Biz, Dreft, Oxydol, Dash, Liquid Dreft	P&G
Compton	Duz, Ivory Soap, Ivory Flakes, Liquid Ivory Detergent, Comet, Cascade	P&G
K&E	Praise	Lever
SSC&B	Breeze, Hum, Silver Dust, Lifebuoy	Lever
L&N	Ad Detergent, Zest, Vel Liquid Detergent and bar soap	Colgate
C&W	Super Suds	Colgate
D'Arcy	Cashmere Bouquet	Colgate
NC&K	Vel powder	Colgate
NL&B	All, Dishwasher All, Swan	Lever
Hoyt	Kirkman Soap	Colgate

convinced then ever that a "low-interest" product like soap (as opposed to automobiles, appliances, etc.) needs a high-interest medium like tv. One soap account executive put it this way: "The soap companies always have known that tv has an interest level higher than magazines. But as competition increases, the Big Three are more aware than ever that a print ad doesn't succeed in stopping the consumer nearly so well as a commercial." And the marketing situation resulting from the growth of the supermarket also forced the soap makers to rely heaviest on the medium with the greatest impact and frequency potential.

2) The continuing flood of new products means a greater need for air time. NBC, for example, estimates that 20% of the money spent in spot tv today by the Big Three goes into products that didn't exist two years ago. With the introduction of liquid detergents and the synthetic detergent bars, the number of soap products is multiplying fast. And air media now are the backbone of virtually every new product introduction campaign.

3) Air media seem to be doing a far more effective selling job than print. One example offered by a CBS spot sales executive shows how soap companies are being swayed from print:

When Lever acquired the marketing rights to Monsanto's All recently, the brand was strong in print. CBS, backed by a wealth of research and aided by the fact that All's sales were slipping with its print campaign, proved to Lever that the soap brands heaviest in tv were gaining the most in sales. The result: All is now using daytime minutes in tv.

4) Soap sales are practically recession-proof—people wash whether they are employed or unemployed. Last year, soap and synthetic detergent sales virtually hit the \$1 billion mark, a 9.3% increase over 1956, representing a per-person consumption of 28½ lbs. And this record probably will be improved in 1958.

Sales increases, especially to advertising-minded soap companies, mean bigger ad budgets. Since the soap makers invest such a vast share of their ad budgets in air (P&G, for example, puts almost 80% of its ad budget into tv), higher budgets automatically mean more radio/tv revenue.

In addition to spending more money in air media, the soap makers also are



re-examining their old attitudes toward radio and tv. Just as P&G finally dropped the rule that it wouldn't sponsor a tv show it didn't own, all three soap leaders are studying some of the old tahoos.

One of the most important of these is the soap industry's preference for minutes. As one network official explains it, "We never got anywhere for years trying to persuade them that you can sell soap with a 20, and they wouldn't even listen when we talked 10-second spots."

The soap companies' over-riding objection to anything shorter than a 60 (except in introduction campaigns) has its basis in this basic marketing rule: when your product is similar to so many others, you need enough time to point out the differences.

Now, however, soap companies are beginning to buy 20's in fringe time at night. And again, there are several reasons for this shift.

One is shorter copy. Colgate's Zest, for example, uses the theme "For the first time in your life, feel really clean." It is a point that can be made quickly, and a 20 can do it as well—if not better—than a 60. P&G's Ivory bar soap is another example; until about a year ago it had always used 60's; now it has started buying 20's.

Another reason for buying 20's in fringe nighttime is that 60's in prime night hours are becoming as scarce as a bar of Ivory in Lever House. And soap companies, according to some spot tv salesmen, don't buy fast enough or early enough to get the availabilities when they're open.

A third reason involves turnover audience. All three soap makers are so heavy in daytime tv that they want to get the turnover audience which fringe time at night offers.

All these reasons, obviously, vary with individual brands. For example, P&G uses 20's for Liquid Ivory because the company feels it can capitalize on the long-established Ivory name and therefore get the message across in less time. And the Big Three has always used 20's to launch new products, usually dropping them for 60's once the product was on its feet. Because they're using many more spots, however, they still add up to more over-all commercial time.

One interesting aspect of the soap industry is the relative ability of timebuyers in the Big Three soap companies. SPONSOR's survey of both station

representatives and network spot divisions has turned up these items.

The soap timebuyers vary widely in shrewdness. In general, P&G buyers are rated as the smartest, even though they are often bound by P&G rules. An executive in one representative firm insists that P&G buyers have millions to spend, but little imagination in the way they spend it.

Lever timebuyers, on the other hand, use more imagination and have a freer hand, say many reps. Colgate timebuyers are getting more freedom, but

of the request and the limited availabilities, that not much was left. By the time the timebuyer got the availabilities list and the time he made his decision, there was virtually nothing left at desirable times.

"The timebuyers don't listen to us when we try to help them buy spot," said this executive. "And we can be a big help if they'll let us. Even in the soap industry, too much money is being spent by people who know too little about spot television."

In terms of net tv strategy, these

### CULLIGAN'S TWO-WAY SOAP SELL

In an exclusive interview with SPONSOR last week, NBC executive vice-president Matthew J. (Joe) Culligan expounded a new advertising and marketing strategy which he feels has pertinence to all advertisers—especially to soap manufacturers.

The theory (which may develop into a full-scale sales campaign by NBC Radio) is called Engineered Circulation.

Here's the basic premise: advertise *use* of the product when the consumer is likely to be using it, and advertise *purchase* of the product when the consumer is ready to go out and buy.

In recent months, Culligan told SPONSOR, he has been meeting with soap advertisers (among others) to explain his idea. Here, in essence, is how he presents it:

"A soap manufacturer's worst enemy is a package of his own product sitting on the housewife's shelf. As long as it sits there, she isn't likely to buy another box.

"The idea of Engineered Circulation is to stress *use* of the product in radio copy just about the time the housewife is ready to wash dishes or the family wash. And stress *purchase* of the product about the time she's ready to go shopping.

"Imagine a housewife about to dig into the evening dishes. Just then, a radio spot asks her, 'Are your hands red and rough? Don't put them in that dishwater unless you are using Sudsy soap.' What impact that would have in moving Sudsy off the kitchen shelf.

"Then, when she's on her way to the supermarket in the morning, let your radio copy sell her on *buying* Sudsy. By the time she reaches the soap section, she's going to head straight for Sudsy."

are still bound by company policy more than Lever timebuyers are.

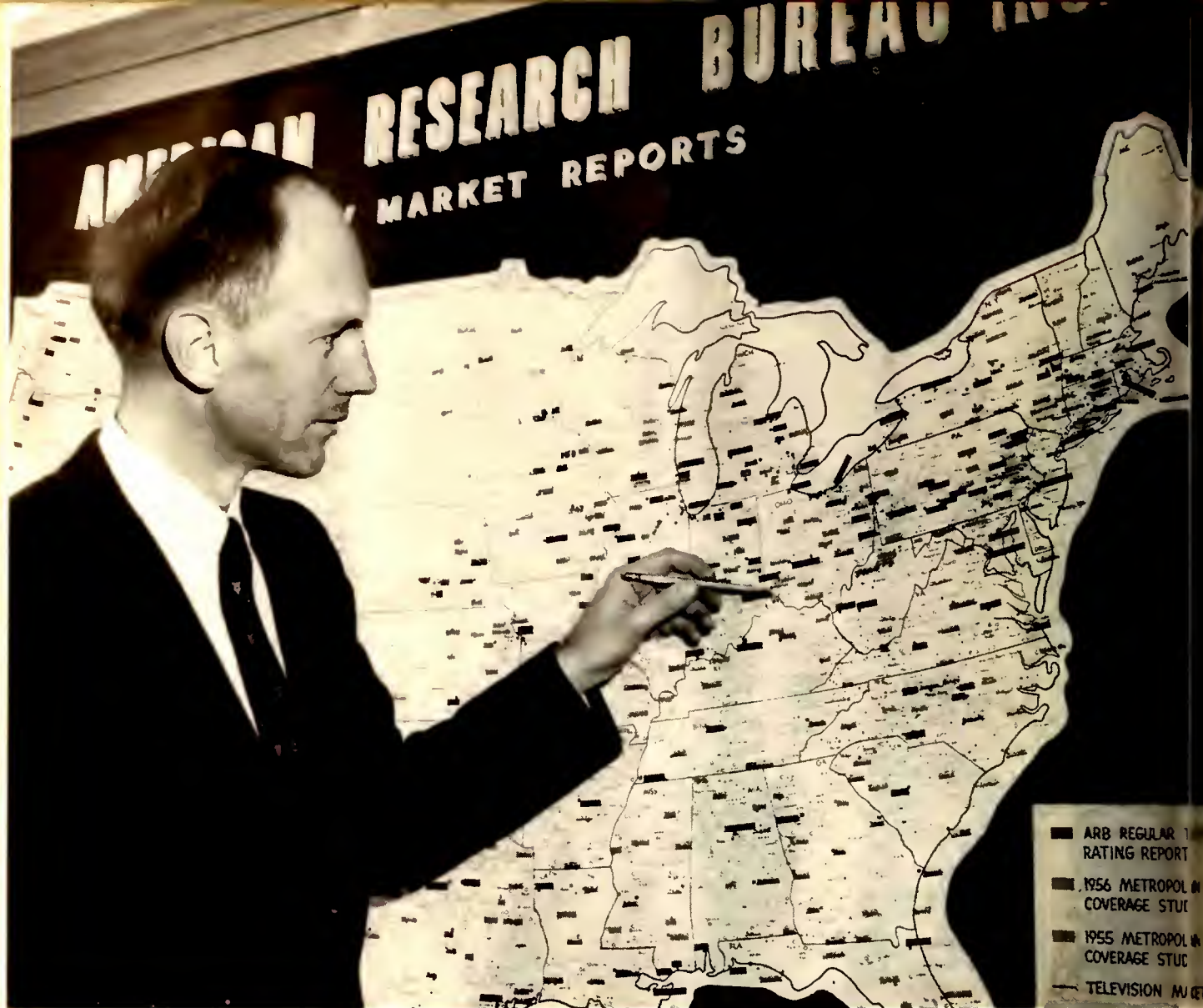
Not all reps and network spot salesmen are convinced that P&G has the shrewdest buyers. A key sales executive of one network told SPONSOR this story.

The top timebuyer on one P&G account called the network, asking for a list of availabilities for minute spots, both daytime and night, five or six spots per market. The network man pointed out, considering the lateness

are some of the changes which are taking place among the Big Three:

P&G is still numbers-oriented, buys for maximum power, highest ratings over a period of time. In terms of daytime, where P&G has no less than 13 network shows, the pattern is to buy a weekly strip. As one agencyman put it, They have the power and enough brands to do it that way, and they probably always will do it that way." P&G, which spent about \$8 mil-

(Please turn to page 76)



Who watches what? Jim Seiler, president, founder of ARB, has seen his dream grow in 10 years from \$30,000 a year to more than \$1.5 million

## BEHIND THE RATINGS SYSTEMS—PART II

# ARB expands its measurements

➤ This week begins new program of enlarging services as one-week, four-week ratings go into many markets

➤ Arbitron, the instantaneous yardstick, begins to furnish local dailies for Chicago; will soon report in L.A.

*What ARB surveys:* Television viewing, national and local.

*Kinds of reports:* Total national report; first and second week of each month. Local reports in about 150 markets, broken down as follows: three Arbitrons; 100 one-week, four-week; 16 monthly; 30 markets varying from one-week to one and four. (Much of

this coverage is new—see accompanying text.)  
*Viewing times measured:* Sign-on to sign-off.

*Techniques:* Arbitron, the new electronic instantaneous measurement (does not report audience composition—simply homes tuned in). Diary based on random sampling, averages more than 300 homes per market. Tele-

phone coincidental for special overnight reports.

*Extras:* Annual market summaries, "A to Z Coverage Study" based on coverage of stations, printed annually.

**N**ext week, the American Research Bureau, Inc., more familiarly known to the men who watch the tv ratings as ARB, begins an expansion of services. Most significant areas of expansion will be:

- About 100 markets not heretofore reported on a monthly ratings basis will now get both one-week ratings and



four-week averages. This new service has been tested since May.

- Arbitron, the instantaneous audience yardstick, will now be used in Chicago to furnish overnight local reports on that market as is now being done in New York. This operation is ready to go. By year's end, Los Angeles also will get local Arbitron measurements.

- For about 150 markets, ARB reports will now include daytime audience composition and Monday through Friday cumulative ratings.

- A complete 1959 package is now being offered which includes along with locals, nationals and Arbitron, a multiple-market network competitive area report based on seven cities.

This expansion is symptomatic of the seemingly inexhaustible quest for more and faster information on the television audience by agencies and advertisers. It also reflects the growing interest of stations themselves in such data which they can then use either as a sales tool or as a key to programing. For example, when ARB decided last spring to introduce one-week, four-week ratings in its non-monthly markets (first test market was Houston, in May), clients were queried on whether they actually wanted this extra measurement. Of advertisers and agencies, 95% were in favor of it; no longer would they have to wonder about what audiences were watching between survey weeks or whether the station that showed up so well during the measured week might not have thrown all its programing weight into that one period, saving its less appealing fare for the weeks when noses weren't being counted. That the buyers of tv time wanted this information from ARB was to be expected; the surprising thing—and a healthy sign—is that the majority of stations (about 75%) also were in favor of it.

For ARB, the expansion is simply another milestone along a road that stretches back to 1948 in Washington, D. C., when James Seiler left his position with WRC-TV as assistant to General Manager Carleton Smith, and with a handful of local station clients set up American Research Bureau in a small office in the National Press building. (WRC-TV is still among ARB's Washington subscribers.)

At that time, the ARB staff comprised Seiler, the president; his wife, Betty (they met during World War II when she was a Wave and he a Lt. Commander in Naval Intelligence);

## HOW THE DIARY TECHNIQUE WORKS

1. A typical market is about to be surveyed. From a telephone directory of that market, ARB selects a random, or "probability" sample of names. Sample is not selected on a stratified basis; just names of phone subscribers picked out between A and Z.
2. Sample is then sent to ARB interviewers in that market. Each of these interviewers must cover about 50 homes, explaining to the householder that he has been selected for a survey and will he keep a diary of what the family watches. ARB headquarters is notified of names of willing respondents. About 60% of families agree; 40% either refuse to take part, or fail to complete diaries.
3. Diaries are mailed directly to each family. Field interviewer phones again, explains exactly how diary should be kept (although printed instructions are clear). Diarists record viewing for one week, noting men, women, children watching; station call letters, times. On a separate page, diarists are asked to mention favorite commercials, etc.
4. At end of week, interviewer phones families to see that they've completed the record, ask them to mail it off at once.
5. Diaries—self-sealing return devices—are mailed directly to ARB in Maryland. Tabulating, printing and mailing of reports follow.

**MONDAY, SEPTEMBER 15, 1958**

Time		Station	Name of Program	Persons Pay Attention		
from	to			Men	Women	Children 4 or 18
4:00	4:15					
7:00	10:05	WBBM	Jennie Tournament 2			1
10:05	10:15	WBBM	News-John O'Brien			1

Marian Schon, Seiler's secretary (she still is), and Kenneth Aurich, tabulation director (he still is). They measured tv viewing in one market only—Washington.

Today, the handful of subscribers has swelled to an impressive 528 which breaks down as follows: the three tv networks, 79 advertising agencies and sponsor companies (ARB claims 45 of the top 50 agencies in this list) who subscribe to the complete package, 172 agencies and clients who subscribe to one or more ARB services, and 314 television stations. Measurement coverage has been extended to some 150 markets.

The staff, not including field supervisors in the ARB markets, has grown to about 250 spread between the headquarters office in Beltsville, Md., and the ARB offices in New York, Chicago and Los Angeles. Gross dollar volume

in the first year of ARB was about \$30,000; this year it probably will exceed \$1.5 million.

In 1950, ARB turned out its first national tv report. Meanwhile it was adding new markets until, by 1952, it was in six—Baltimore, Philadelphia, New York, Chicago, Detroit, and home base—Washington. At this point, Seiler decided that no national picture of tv viewing could be close to complete without reports from the West Coast.

So he took a trip there with a view toward opening up that area, only to find when he arrived that a tv research firm was already in operation in the Los Angeles-San Francisco markets. This was Telecue, about which Seiler had never heard. Telecue had never heard about ARB on the East Coast either.

The Telecue operation had been set up by a firm called Coffin, Cooper &

Clay. All the partners were relative youngsters, a few years out of Whittier College in California. The Coffin was Joe Coffin, a brother of Dr. Tom Coffin who heads up research at NBC TV. The Cooper was Roger Cooper and the Clay was Ernest Clay. A prominent part of Telecue, but one whose name didn't figure in the partnership title was John Landreth.

Both research firms realized that if ARB set up a West Coast survey they would only be duplicating each other. So Seiler bought out Telecue. This was one of the high points of ARB expansion. Not only did ARB gain new markets, it picked up what it sorely lacked at that time—personnel. The only one of the Telecue principals who didn't join ARB was Coffin who has since become a research consultant. Roger Cooper is ARB's station relations manager and manager of local sales. Ernest Clay is head of development and research. John Landreth, who had been president of Coffin, Cooper & Clay, is general manager of ARB.

In Landreth, Seiler found his ideal counterpart. Where Seiler is strong in salesmanship, company policy matters, and planning, Landreth is an expert in internal organization. The result was a company set-up which by now — structurally at least — resembles General Motors. At ARB, every department is an autonomous division with

its own profit-and-loss sheets. The Diary testing department, for example, is like a single product line such as Chevrolet. It negotiates a yearly contract with Tabulating department for its services; it is up to Tabulating to see that it shows a profit on its work for Diary. If it winds up the year in the black, there is a bonus. But an error, for instance, on the part of Tabulating will draw a financial penalty. In theory, each department or service is in competition with the other, but Sales department still calls the shots in recommending one type of technique against another.

The next big period of expansion for ARB came in 1953 and 1954 when it went from 12 to 60 markets. In 1955, it took over the television end of Hooper rating service, started about two years before. The move was a good one for both ARB and Hooper. ARB grew larger still; Hooper was free to concentrate on his first love—radio.

Probably the last significant growth-jump (until the new announcement of this week) came late in 1957 when ARB unveiled the aptly-named Arbitron—an answer to the impatient ad-man's prayer. Covering the New York market since then with daily local reports, it is about to be turned loose in Chicago and Los Angeles. Seiler believes that if demand for this service is insistent it may extend into 10 to 20 markets within the next few years.

#### THE RATINGS SERIES

This series which began last week is scheduled in following issues:

The Pulse (last week)....	20 Sept.
ARB (this week).....	27 Sept.
Trendex .....	4 Oct.
C. E. Hooper .....	11 Oct.
Videodex .....	18 Oct.
A. C. Nielsen .....	25 Oct.

At the time ARB took over Telecue, it had moved from its tiny quarters in Washington to a farmhouse out of town. Last fall, the new headquarters was completed—a modern research lab on an 11-acre tract in Beltsville; cost so far about \$170,000. At this moment, architects are drawing up plans for an administrative wing, and in the years ahead a lot more buildings are envisioned for the ARB center.

Meanwhile service to stations and advertisers is being planned by Clay's development and research group; at least eight new services for the industry are at the drawing board stage.

ARB, like all ratings services, is not without its critics. Among the chief criticisms, leveled at its basic technique—the “supervised” diary method—is that there is no way of measuring an audience at chainbreaks, whether they switched channels ahead of or after the commercials, or whether they ever consciously saw a commercial at all. The other bandillero thrust into the shoulders of the diary technique is the doubt that diarists are either conscientious or accurate. (The answers of ARB to such critiques will be answered below.) The thing that must be remembered, despite the fact that ARB is practically synonymous with diary is that the service actually offers three techniques of measurements:

- **Diary.** (See box on page 37 for details.) This method has been used by ARB for nine years, is its mainstay. The biggest rebuttal ARB offers critics of the method is that in questionable cases it has been checked and re-checked, tested and re-tested against other methods and results have justified the original diary approach. That television viewers may refuse to keep or fail to keep a diary of what they watch is something ARB has taken into consideration. They know that about 40%

(Please turn to page 75)

Instant ratings: Jack Gross, ARB's N. Y. manager, demonstrates new instantaneous Arbitron





Once upon a time, advertising agencies began trading personnel just the way major league baseball teams do. And like the majors, they had a farm system, scouts, and even a world series. Here, in this SPONSOR fantasy, is the remarkable story of . . .

## The timebuyer who struck out

By E. A. Chambers

Radio/tv copywriter  
Anderson & Cairns

It was late September, and a rainy day in New York. High above Madison Avenue, five men sat around a table discussing trades for the upcoming world series.

The advertising pennant race had been an exciting one down to the wire. Only a few days before, McCann-Erickson had moved into first place with a new victory in the accounts won column, and was now just a shade ahead of Leo Burnett.

The men at the conference table all knew why McCann was ahead. After all, the New Yorkers with their farm system had power in depth at every position. Burnett, at the same time, was moving up fast. They had come up with two sensational rookies: a hot shot copywriter from the Triple-A league, and a lefthanded account executive with plenty of stuff on the ball.

But now, only a week before the series, both McCann and Burnett were jockeying for position. Only four percentage points behind, Burnett was looking for a tv producer for extra bench strength, and McCann had just the man.

McCann, too, wanted to prepare for the series. Old Marse Marion would give his psych degree for a switch-hitting timebuyer, one that could huy network as well as local.

And there was none better than Yogi Farragut.

In 11 years with Burnett, Yogi had rewritten the record books. He was the first triple-spot timebuyer the game had ever known. Who could ever forget that fabulous night in Minneapolis when Big Farragut's triple play galvanized the whole advertising world:

9:29.40—WHAM! A 20-second spot for Marlboro.

9:30.00—WHAM! An ID for Kellogg.

9:30.10—WHAM! A Joy spot.

McCann wanted Farragut, and wanted him badly. They were willing to swap "Mudcat" Max Grant, the producer with a 23.7 Nielsen average for the season. As negotiations proceeded, Marse Marion agreed to throw in a utility art director. But it still wasn't enough; the tattooed brawlers from the Windy City wanted more for Yogi Farragut.

Outside in the hall, a Burnett v.p. waited impatiently for a phone call. At 4:45 it came. It was Chief Whitehorn, the eagle-eyed Burnett scout and

a great account man in his day. The Burnett v.p. waited anxiously for the word.

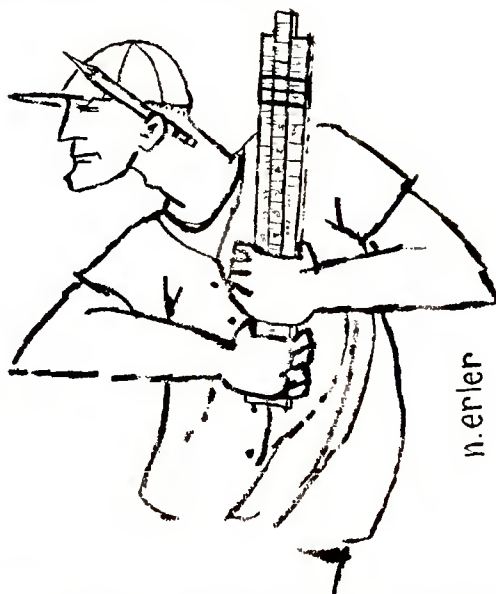
"Me sign kid up," reported the Chief. "Fifty grand and three year contract. Kid has heap big voice, dial telephone with either hand, knows when a rep is throwing high hard one. Natural born timebuyer—loves martinis, hates vermouth. Kid named Rudy "Cost-per-1,000" Prosciutto. Majored in Standard Rate & Data at UCLA. Go ahead trade Farragut."

It took 10 minutes to wrap up the trade, and within an hour Farragut was packed and on his way to McCann's Lexington Avenue vivarium.

It wasn't until the day of the first series game that McCann learned what Burnett had known all along. The NAB was blowing the whistle on triple-spotting; it was going the way of the spitball.

Yogi, a veteran of the old rough and tumble school of time-buying, made only one appearance at the plate and struck out. He retired from baseball, and is now making a comfortable living in Florida selling bootleg Volkswagens.

The series? Neither McCann nor Burnett won it. They went out to lunch at Rattazzi's the day before the series started, never came back. ■



## WHERE'S "MADISON AVENUE" GONE TO?

✎ Three out of four new advertising headquarters shift to Park, Lex and Fifth—away from Madison Avenue

**Y**ou can't tell Madison Avenue without a map anymore. "The street" today is as much Park or Fifth as Madison. Look at agencies that moved in the last two years: fewer than one in four signed Madison Avenue leases. To keep track there's a list of new agency addresses in the next column.

SPONSOR's geographical study of New York agencies revealed an explosion that's happened in the last few years—East as far as Lexington and West even to Sixth Avenue. The North-South boundaries of the ad center have been unchanged: 37th street to 60th street.

Despite the scattering, Madison Avenue is still the axis of agency locations and is the single most common address. Fifth Avenue is second, followed by Park Avenue and the shops on sidestreets between Madison and Fifth. Next are West-of-Fifth agencies, mostly around Rockefeller Center, with East-of-Park addresses smallest in number.

Agencies in the Forties—conveniently near Grand Central—outnumber agencies in the Fifties by two to one. The center-of-gravity of today's agency locations (the address of the "average" agency) is a few steps from the corner of 46th and Madison.

Office managers of major agencies deny there's any deliberate motive for a Park or Fifth address instead of one on Madison. It's merely that agency expansion created a crying need for 1) more space 2) additional facilities—and 3) modern building services. Midtown building booms along Park and Fifth Avenues were first to meet these demands with newly designed and constructed facilities such as the Tishman and Seagram Buildings.

Although Madison Avenue has lost the majority of agency leases, it will undoubtedly continue as the hub of agency activity for a long time to come. "Along Madison Avenue" is now another idiom of admen's language the basis of which has been swiftly changed by time.

Here are some of the important agency address changes of the last two years:

<b>Ted Bates</b>	
606 Fifth at 53rd	JU 6-0600
<b>Benton &amp; Bowles</b>	
666 Fifth at 53rd	JU 2-6200
<b>Caples</b>	
10 E. 40th	MU 4-6800
<b>Compton</b>	
625 Madison at 58th	PL 4-1100
<b>Robert Conahay</b>	
261 Madison at 39th	MU 2-5645
<b>Doherty, Clifford, Steers &amp; Shenfield</b>	
530 Fifth at 44th	YU 6-6500
<b>Geyer</b>	
595 Madison at 57th	PL 1-3300
<b>Hockaday Associates</b>	
201 E. 57th	MU 8-9250
<b>Huber Hoge</b>	
626 Broadway	GR 7-8480
<b>Lawrence Kane &amp; Artley</b>	
405 Park at 54th	PL 1-4120
<b>C. J. LaRoche</b>	
575 Lexington at 50th	PL 5-7711
<b>McCann-Erickson</b>	
485 Lexington at 46th	OX 7-6000
<b>Emil Mogul</b>	
625 Madison at 59th	TE 8-7100
<b>Oliver-Beckman</b>	
120 E. 56th	PL 3-7820
<b>Ross Roy</b>	
214 E. 31st	MU 5-1439
<b>Frank P. Sawdon</b>	
60 E. 56th	PL 1-4646
<b>Warwick &amp; Legler</b>	
375 Park at 52nd	PL 1-4700
<b>Wexton &amp; Co.</b>	
444 Madison at 49th	MU 8-4050

## Radio build

✎ House of Sight & Sound has built \$1 million annual volume in musical instruments, hi-fi, records. Local radio, used consistently, is given credit for a seven-year, 100% sales gain by California firm

**A** full-scale promotion on radio early next spring will mark an anniversary of sorts for The House of Sight & Sound in Van Nuys, Calif. It will be the seventh consecutive spring promotion for the firm which specializes in retail music—from phonograph records, hi-fi and tv sets, to musical instruments and music lessons.

Each of these annual spring promotions uses the same pattern: heavy advertising on a local radio station, leading up to the event, and culminating with a remote from the store itself. The importance of radio in the promotion is easy to understand, since Jerry Johnson, the firm's president, gives radio principal credit for the store's growth.

And grow it has. In 1952, the store's first year in business, it grossed \$100,000. This year the volume will come in above \$1 million, not only a ten-fold gain, but a high frequency level of sales for what are, basically, luxury items.

The story of the growth of The House of Sight & Sound provides an excellent example of selecting the right medium, in this case radio, and then using it in a sufficient measure and with ingenuity to realize the full potential of its sales ability.

It began differently. "Announcements of our opening in 1952 were all in print media, mostly newspapers," recalls Johnson. "As soon as we began supplementing our campaign with radio, it didn't take us long to discover that we had gotten off on the wrong foot. It's been radio ever since."

S&S deploys its radio budget in two ways. It maintains a consistent and extremely heavy schedule year-round. To this it adds several regular promotions throughout the year.



# \$1 million sales for music store

As an example of the store's regular pattern, consider its activity this past summer. Schedules were maintained on two stations; the heaviest on KMPC, Los Angeles. No less than 20 quarter-hour shows weekly were run, scheduled every day, around the clock.

One time slot is constant: 12:05 a.m., seven days a week, at the top of John McShane's all-night show. Monday through Friday there is a set slot at 6:30 p.m. On Friday a quarter hour is added, beginning at 8:05 p.m. Saturday four 15-minute slots are used (three between 12 and 1 p.m., one at 6:45 p.m.) and Sunday has three quarter hours—one at 9:30 a.m., two between 6 and 7 p.m. Even more segments will be added next month when the station's baseball games are off.

The other Los Angeles station used, WFAC, is an am-fm operation specializing in classical music programming. The current schedule calls for one hour a week, 10-11 p.m. on Sunday.

The strategy of Sight & Sound's campaign on this station clearly demonstrates the adaptability of radio, not only for performing various sales jobs, but in creating intangibles, such as atmosphere and an image.

The store believes that classical music will make a "comeback" in 1959, and intends to be prepared with the "best and the newest." One of the factors behind the surge is expected to be the technical development of binaural recordings and reproducing equipment.

"Extensive use of fm has been delayed until the medium could offer us something no other medium could," explains account executive John Bainbridge, general manager of Tilds & Cantz, Los Angeles agency.

Now, though, KFAC is preparing its broadcast equipment to permit stereo broadcasts, via am and fm, this fall. "Being able to sponsor a binaural broadcast using stereodiscs," continues Bainbridge, "will provide an advantage that should result in direct, and measurable sales."

The regular show now on KFAC has the purpose, Johnson reports, of "making the show an already established listening habit" when the binaural broadcasting begins this fall.

Radio has, demonstrably, proved its value in building The House of Sight & Sound over the past six years, and



Discussing new radio strategy with Jerry Johnson, Sight & Sound president, seated, are, (l to r), John Bainbridge, Tilds & Cantz a.e.; KMPC's salesman, Jack Mulligan and d.j. Bill Stewart

has done it in two ways. The first is the matter of the growth in dollar volume, supported by a similar record in physical growth. In what has amounted to an annual addition, the store has grown from 5000 square feet in 1952 to 14,000 now. On schedule, more will be added by next spring.

The second proof occurs regularly; whenever the store chooses to hold a special-item sale or a larger promotion. As an example of the former Bainbridge cites a situation that occurred recently. On one of his 6:30 p.m. strips, d.j. Bill Stewart offered a 99¢ LP special, and played selections from it. By 9 p.m. 120 copies, all the store had in stock, were sold. Many people came from miles away "even

though they could have bought the same record for about the same price just around the corner," he adds. The same special, a week or so later, had comparable results.

"Without a doubt," Johnson believes, "radio has been a major factor in our successful growth. It provides us with numerous benefits, for instance protection. We are assured a 45-minute clearance from any advertising that might conflict with our products, while in newspapers our ad might be adjacent to a double truck for a competitor.

"But beyond that," he adds, "we can, and have, used radio to build an image, and atmosphere, and, most important, sales. No other medium could have served us as well."



? How do we move the goods?

## How TIMEBUYERS get from here to there



1. By plane (two of 'em). Air media come first of course in smart agency planning



2. By bus (ask Steve A)



3. By boat (It's the old saturation technique)



4. By horse (for kicks)



5. By hand (somebody else's)

◆ 47 New York and Chicago agency men set new 'all-media' transportation pattern in recent Michigan trip. . . . Used planes, buses, boats, carriages, rickshaws, in special market survey of Flint, Saginaw, Bay City, and Mackinac Island area

**H**and it to a timebuyer to get there somehow! Intrepid members of the media profession used nearly every known means of public transportation (except yak-back, camel-back, and dog-sled) in a recent market study trip arranged by Station WNEM-TV, of Flint, Saginaw and Bay City, Michigan.

Forty-seven sharp-eyed agency men (and women) from New York and Chicago converged on Flint, Michigan via specially chartered United Airlines planes, as guests of James Gerity, Jr., president of WNEM-TV.

First event was practically curb-service research, since WNEM-TV's headquarters are right at the airport. But then the hegira climbed into high gear. Timebuyers were hustled into Greyhound buses, given the gold-plated tour of Flint (including Chevy and Buick plants), taken back to their two planes and flown to Tri-City Airport which serves Saginaw, Bay City and Midland. A quick bus-ride look-see at these three bustling industrial markets was followed by luncheon at the Hotel Wenona with an address of welcome



by Governor G. Mennen (Soapy) Williams of Michigan.

Thence, the hardy travelers re-bused to Tri-City Airport, flew to Pelston, 400 miles north. There, with another assist from Greyhound they romped on a 26-mile jaunt to St. Ignace, over the 6-mile long Mackinac Bridge. At St. Ignace, they boarded steamers for the 50-minute trip to Mackinac Island, the Bermuda of the Great Lakes, and even freer from automotive transportation. Mackinac's famous horses and carriages hauled them gently up the slopes to the Grand Hotel, approximately one mile away.

There they spent the next 24 hours as guests of WNEM-TV. Entertainment included a dinner dance, golf, swimming, tennis, plus carriage tours (more transportation!) to Fort Mackinac, scene of Northwest Passage exploits, and other historic island spots.

It is rumored that cocktails were served.

Entire proceedings took two days, with Chicago and New York contingent leaving Mackinac Island at 4:00 p.m. 11 Sept. for the return (carriage to boat to bus to plane) jaunt.

New York timebuyers who made the trip included Betty Leckner, Roger Clapp, Alan Yoblon, B&B; Hope Martinez, BBDO; Paul Reardon, John Catanese, Bates; Beth Black, Cohen & Aleshire; Bob Welty, JWT; Frances Velthuys, D'Arcy; Betty Powell, Geyer; Frank Gromer, FC&B; Murray Roffis, Virginia Conway, McCann; Bill Smith, L&N; Bob Widholm, DCS&S; Ethel Wieder, Compton; Charles Buccieri, Warren Bahr, Tom Comerford, Y&R; Lucy Kerwin, K&E; Vera Brennan, SSC&B; Edna Cathcart, Mathes; Rose Vitanza, Mathes; Inez Aimee, Norman Craig & Kummel; Bernie Ramussen, FS&R; Dan Kane, Ellington; Walter Teitz, DF&S; Eugene Grealish, Bryan Houston; Sam Gill, Fletcher D. Richards.

Chicago timebuyers: Ruth Babick, Ludgin; Hal Bennett, Wherry, Baker & Tilden; Helen Davis, Clinton E. Frank; Don De Carlo, Needham, Louis & Brorby; Irene Hesse, Holy Shively, EWRR; Bill Kennedy, McCann; Genevieve Lemper, FC&B; Kay Knight, Gordon Best; Peggy McGrath, Marian Reuter, Y&R; Harvey Mann, Kastor; Celia Odziomec, Compton; John Rohrbach, JWT; Armella Selso, North Advertising; Evelyn Vanderploeg, Meyerhoff.

## FOOTBALL SPONSORS SPENDING \$13 MILLION ON TV AND RADIO NETWORKS THIS SEASON

### Grid's male-appeal draws auto, beer, cigarette, oil ads

**N**etwork football now brings in almost as much business in its short season as boxing, the biggest net sport, earns all year. And trade insiders say football is on its way towards taking over as the top net sports attraction.

In 1958, football—Sunday pro games, Saturday college games, and post-season bowls—on tv and the webs will climb to more than 25% of sports income. It's a \$13 million annual business—without tallying millions more in local broadcasts. Compare the leading network sponsors and shows in SPONSOR's chart below.

What's behind the upsurge in football advertising?

- It's the programing to reach an adult, male audience
- Actuality of the competition adds conviction
- Show is long and total audience is large
- Rehearsals, other preparations aren't needed

Kicking off the return of automotive money to network sports is Pontiac's buy of the Notre Dame games on ABC Radio. Other Detroit buying is expected to follow.

Largest of the sports advertisers, Gillette, spends more than 90% of its \$7 million budget in broadcast sports. This includes the Rose Bowl and Blue-Gray games on NBC TV and Radio.

Male-conscious Marlboro shares CBS TV's Pro Football Game of the Week with sports-minded Falstaff. (Latter's local football buys include schedules of the Los Angeles Rams and San Francisco '49ers.) Amoco is among the other regional network sponsors of the CBS TV games, and men's toiletries Rise and Arrid Spray bought pre-game shows.

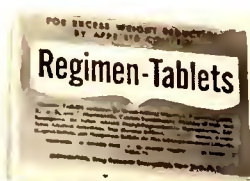
NCAA College Football on NBC TV is sold to Gulf Oil, Bayuk cigars for Phillies, Libby-Owens-Ford for safety glass and Thermopane, and Sunbeam. ABC TV added to the list of male-target advertisers with its recent sale of the All-Star Game to L&M cigarettes, Mennen and Carling.

'58 network football sponsors

	TV	RADIO
<b>ABC</b>	*ALL-STAR GAME L&M, Mennen, Carling	NOTRE DAME SERIES Pontiac
<b>CBS</b>	*PRO FOOTBALL "GAME OF THE WEEK" Marlboro, Falstaff, Amoco  PRE-GAME SHOWS Rise, Arrid Men's Spray	*PRO FOOTBALL GAMES (19) General Cigar
<b>NBC</b>	NCAA COLLEGE FOOTBALL Gulf, L-O-F, Sunbeam, Bayuk  ROSE BOWL, BLUE-GRAY GAME Gillette	GAMES ON "MONITOR" (2) Clinton outboard motors

\*Sold on multi-regional basis.

# Spot tv moves 'em faster, cheaper



An observer of spot tv spending, looking at the Drug Research Corp., New York advertising budget for the second quarter of this year, would be hard put to document any recession.

During that period DRC's investment in spot tv, according to TvB, jumped almost 900% over the same months the year before. The figures: \$8,800 for the second quarter of 1957; \$717,200 for the same months this year!

All of this spot tv allocation went for Regimen, a weight-reducing tablet. It does not cover the company's other products: Sustamin, a tablet for the relief of arthritis and rheumatism, as well as two new products: Insta-Pep, a vitamin-mineral formula for immediate pickup, and Jandrex, a combination sleep-wake-up tablet that will, DRC says, help ease the user to sleep at night, spur him awake the next morning. The last two have not yet achieved national distribution, and are advertised in 13 markets only.

To say that DRC is sold on the efficacy of spot tv is to understate the case. Regimen, the company's current product leader, was introduced only 18 months ago, into a market already highly competitive. The odds for success then would seem to have been slight, since there were already at least three established products claiming similar benefits.

Yet today, a year and a half later, Regimen is the leading product in the weight-reducing field. And, instead of being overcome by competition, it has pretty well outrun it all. "The competition has tried, but it just hasn't been successful," reports John Andre, DRC president.

DRC does not reveal its total budget figure, though it has been estimated at about \$5 million. A large percentage of the total ad budget (probably approaching 50%) goes into co-op advertising with drug chains, for tv, radio and newspapers, and to retailers, for newspapers. Of the remaining half

Drug Research Corp.'s 1958 rise in air media budget allocation was one of the sharpest recorded

Company now ranks 34th in spot tv expenditure, is investing currently at a rate of \$3 million plus a year

more than 50% goes into air media, about 25% in newspapers, the balance divided between national and trade magazines.

In its air media appropriation, which SPONSOR estimates to be at rate at about \$240,000 a month, Drug Research divides its appropriation about 98% tv, 2% radio. "We use radio only rarely, and then to supplement, or in a few cases to substitute, for tv," explains George Bailey, account executive at Kastor, Hilton, Chesley & Clifford.

The decision to put the bulk of the budget into spot tv, since justified by market standing, was made early in 1957 when Regimen was introduced. The agency selected six markets that had proven themselves previously with other products, and conducted a three-way media test: newspapers alone, newspapers and radio, and newspapers and tv. The last was by far the most successful, the company reports, and showed an immediate sales result.

Like other patent drug manufacturers, Drug Research Corp. is close-mouthed about the subsequent strategy that made Regimen such a success. However industry observers, and others familiar with traditional drug marketing practices, report the following pattern.

Having established that spot tv was the medium, the next test in introductory markets, concerned commercials. Several were tried; when a promising version was found it was further refined by testing such things as a money-off certificate available by writing in.

How well did the final version work? The commercial was run for as long as six months or more in a single market, without any apparent sales fall-off. The company does not, apparently, believe in spending a lot of money for film and a variety of commercials, preferring instead to test appeals first, then make a good commercial. A sales story that's well done,

and believable, can get best effect with one or two commercials a year, the industry reckons.

The main commercial, SPONSOR viewers report, has featured Lester Morris, a rotund announcer who is remembered as the pitchman for Roto-Broil a few years back. The commercial was filmed in two takes. The first brings Lester on camera, identifying himself and noting his weight is 270 pounds. The second part, filmed 30 days later, features Lester again, this time talking about a 28-pound loss.

The problem in selling this type of product, observers say, is believability. Regimen is not inexpensive (\$3 for a 10-day supply) so it has to present a story that is sufficiently convincing and carries a strong enough promise to justify trying it.

The buying schedule appears to be similarly scientific. The basic intent is saturation with spots. The number used depends, of course, on market conditions, but ranges from about 10 to 50 spots a week, media men say. The saturation effort is maintained as long as sales justify. When the market potential is approached, budget cuts begin, first newspapers, then tv.

The initial entry seems to be based on a study of the market potential, with a buying power index. After deciding what expenditure the market can justify, the schedule is placed. The sales-advertising ratio is re-evaluated after eight weeks, and adjustments are made accordingly, observers report.

Because both men and women are potential customers for Regimen, time and program selection is flexible, with the exception, obviously, of children's shows. Spots are bought as a package, run around the clock, and have appeared in such diversified surroundings as wrestling, movies and d.j. shows.

Spot tv has shown two things to DRC. It has shown product benefits to make a convincing sales story, and it has shown a remarkable sales return on the advertising investment. ■



# Net tv tally: prices up, dramas down

◆ **SPONSOR estimates of fall average show costs: prices up for dramas, westerns, adventures, situation comedy**

◆ **Decline in half-hour, hour dramas and half-hour music-variety; more westerns, comedy-variety, mystery**

**A** striking decline in the number of dramas headlines the highlights of this season's network tv schedule.

This was apparent as the final facts and figures on fall programing, including estimates of show costs by SPONSOR, were tabulated.

However, while there are fewer dramas, they are more expensive. The half-hour format is costing advertisers an average of 25% more. The hour dramas are up about 28%.

Other highlights:

- Situation comedies and westerns

remain the most popular types among clients and networks.

- Prices in general are up.

• The emphasis on the half-hour music-variety show has gone. However, a combination of this type and the half-hour comedy-variety show, brings the total to about the same as last year.

Here's a further comparison of changes in show categories and costs this season, compared to last:

Last year the seven one-hour dra-

mas came to an average cost of \$49,000; this year, only three are scheduled (with two on an alternate-week basis), averaging \$63,000.

Last year, 12 half-hour dramas were on the screens, with an average cost of \$33,000; this year, the number is cut to five, while the average cost is upped to \$41,400.

Last year, the 11 half-hour music variety shows averaged \$43,800; this year the four planned are at \$36,500, while the five half-hour comedy-variety shows have an average cost of \$52,600.

Situation comedy is down to 15, at \$40,000; last year it numbered 18 at \$37,900.

Last year, 10 half-hour adventures were scheduled, averaging \$31,000; this year it's nine and \$35,000 respectively, along with seven half-hour mysteries at an average cost of \$36,000.

## 1. THIS MONTH IN TELEVISION

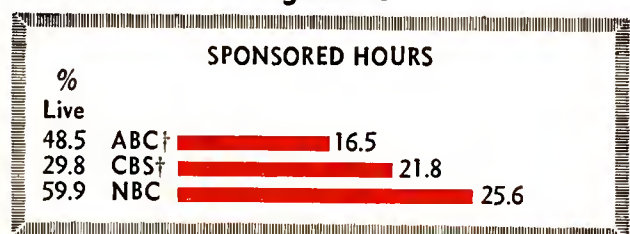
### Network Sales Status Week Ending 27 September

#### Daytime



† Excluding participation shows.

#### Nighttime



### AVERAGE COST OF NETWORK SPONSORED PROGRAMING

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Half-hour comedy-var.		Half-hour drama		Situation comedy		Hour music-variety	
\$52,600	5	\$41,400	5	\$40,066	15	\$111,875	4
Half-hour music-var.		Half-hour adventure		Quiz		Half-hour western	
\$36,500	4	\$34,333	9	\$30,705	11	\$39,450	14

Averages are as of September. All programs are once-weekly and all are nighttime shows.

## 2. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Alcoa-Goodyear Theater: Dr-F	39,000	Alcoa, FSR; alt Goodyear, YGR	Zane Gray: W-F	45,000	S. C. Johnson, NCGB; General BGB
*Steve Allen Show: V-L	108,000	Greyhound, Grey; DuPont, BBDO; Polaroid, DDB; U. S. Time, Peck; Norelco, LaRoche; Zenith, FCGB	Peter Gunn: My-F	38,000	Bristol-Myers, DCSGS
Anybody Can Play: Q-L	21,000	R. J. Reynolds, Esty	Gunsmoke: W-F	40,000	L&M, DFS; Sperry Rand (1 wk YGR)
Armstrong Circle Theatre: Dr-L	48,000 (alt wks)	Armstrong Cork, BBDO	Have Gun, Will Travel: W-F	38,000	Whitehall, Bates; alt Lever, JV
Bachelor Father: Sc-F	42,000	Amer Tobacco, Gumbinner	Hitchcock Presents: My-F	39,000	Bristol-Myers, YGR
Alt Jack Benny: C-F	65,000	Amer Tobacco, BBDO	I Love Lucy: Sc-F	25,000	Pillsbury, Burnett, Clairol, FCGB
Behind Closed Doors: A-F	38,000	L&M, Mc-E; Whitehall, Bates	I've Got a Secret: Q-L	27,000	R. J. Reynolds, Esty
Bold Journey: A-F	9,500	Ralston Purina, GBB	Jubilee U.S.A.: Mu-L	12,500	Williamson-Dickie, Evans & A
Brains and Brawn: Q-L	45,000	Chesterfeld Mc-E	Lassie: A-F	37,000	Campbell Soup, BBDO
Milton Berle: C-L	50,000	Kraft, JWT	Law Man: W-F	38,000	R. J. Reynolds, Esty
Pat Boone: Mu-V-L	45,000	Chevrolet, Camp-Ewald	Leave It To Beaver: Sc-F	36,000	Miles Lab, Wade; Ralston, Galt
George Burns Show: Sc-F	40,000	Colgate, Bates	Line-Up: My-F	34,000	PGC, YGR; Brn & Wmsn, Bate
The Californians: W-F	37,500	Singer Sewing, YGR; Lipton, YGR	M Squad: My-F	31,000	Amer Tobacco, SSCGB; alt Mc-E
Steve Canyon: A-F	44,000	L&M, Mc-E	Man With A Camera: A-F	26,000	General Electric, BBDO
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Perry Mason: My-F	25,700 (20 min.)	Van Heusen, Grey; Gen. Foods; Parliament, Burnett; YGR; Sterling, DFS
Cheyenne: W-F	78,000	Harold Ritchie, Atherton & C.; National Carbon, Esty	Bat Masterson: W-F	38,000	Kraft, Sealtest; JWT
Dick Clark: Mu-L	14,500	Beech-Nut Lifesavers, YGR	Maverick: W-F	35,000 (1/2 hr.)	Kaiser Companies, YGR
*Perry Como: V-L	120,000	Kimberly-Clark, FCGB; Noxzema, SSCGB; RCA & Whirlpool, KGE; Sunbeam, Perrin-Paus; Amer Dairy, Campbell-Mithun; Knomark, Mogul	Meet the Press: I-L	7,500	Pan American Airways, JWT
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty	Millionaire: Dr-F	37,000	Colgate, Bates
John Daly—News	6,000	Whitehall, Bates; Lorillard, L&N	Garry Moore: V-L	59,000 1/2 hour	Revlon, LaRoche; Kellogg, B Pittsburgh Plate, Maxon
December Bride: Sc-F	32,000	General Foods, BGB	Arthur Murray: V-L	30,000	P. Lorillard, L&N
Derringer: W-F	38,000	S. C. Johnson, NLGB	Music from Manhattan: Mu-L	17,000	Manhattan Shirts, Peck
Desilu Playhouse: Dr-F	82,000 (Average)	Westinghouse, Mc-E	Naked City: My-F	37,000	Brown & Wmsn, Quaker Oats
Walt Disney Presents: M-F	57,000 (1/2 hr.)	Hill Bros., Ayer; Kellogg, Burnett; Reynolds Metals, Buchanan; Frank	Name that Tune: Q-L	23,000	Whitehall, Bates
Dragnet: My-F	35,000	L&M, DFS; Schick, B&B	Northwest Passage: A-F	48,000	RCA, KGE
Wyatt Earp: W-F	38,000	Gen Mills, DFS; PGC, Compton	Ozzie & Harriet: Sc-F	48,000	Kodak, JWT; Quaker Oats
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Good Year, YGR	Patti Page: Mu-V-L	40,000	Oldsmobile, Brother
Father Knows Best: Sc-F	38,000	Scott Paper, JWT; Lever Bros, JWT	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, Nor
Fight Beat	3,000	Bristol-Myers, DCSGS	Person to Person: I-L	38,000	General Foods, B&B
Eddie Fisher: V-L	98,000	L&M, Mc-E	Playhouse: Dr-F	38,000	Schlitz, JWT; Lux, JWT
Ford Show: C-V-L	38,000	Ford, JWT	Playhouse 90: Dr-L&F	45,000 1/2 hr.	Amer Gas, L&N; Kimberly, FCGB; Allstate, Burnett
Further Adventures of Ellery Queen: My-L	27,500 (1/2 hour)	RCA, KGE; alt open	Plymouth Show (Lawrence Welk): Mu-L	24,000	Plymouth, Grant
G.E. Theatre: Dr-F	51,000	Gen Elect, BBDO	The Real McCoys: Sc-F	36,000	Sylvania, JWT
Jackie Gleason: C-L	58,000	Pharmaceuticals, Parkson; Lever	Donna Reed Show: Sc-F	53,000†	Campbell Soup, BBDO; Shulton, Ley
*George Gobel: C-V-L	98,000	RCA & Whirlpool, KGE	Restless Gun: W-F	37,900	Sterling, DFS, alt PGC, Compt
Arthur Godfrey: V-L	31,000	Toni, North; Pharmaceuticals, Parkson	Rifleman: N-F	36,000	Miles, Wade; Ralston Purina, Galt

\*Color show, (L) Live, (F) Film, ††Cost is per segment. List does not include sustaining, participating or co-op programs—see chart. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercial charges. This list covers period

27 Sept.-24 Oct. Program types are indicated as follows: (A) Adventure, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr) Dramatic, (I) Interview, (J) Juvenile, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz, (S) Serial, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western

Listing continues on page 4



# Outstanding

ON THE DETROIT SCENE



## CHRYSLER CORPORATION'S

### Redstone Missile Assembly Line

From this point the giant missile manufactured by Chrysler Corporation is shipped by air to a test site on the Florida Coast.



## "SAGEBRUSH SHORTY" "Detroit's Favorite Kiddie Star"

Sagebrush Shorty completely dominates his competition seven days a week, (Monday through Friday 8:45 AM to 9:25 AM) (Saturday 10:30 AM to 11:00 AM) (Sunday 11:00 AM to 12 Noon) Chatting with his small fry guests, spinning yarns and presenting Top Cartoons in the 1,900,000 TV homes served by WJBK-TV.

Represented by **THE KATZ AGENCY, Inc.**

One in a series of local personalities and features complementing the fine CBS Program lineup, that make WJBK-TV a vital force in Detroit.

Basic CBS • 100,000 Watts • Full color facilities  
Video Tape facilities

"Famous on the local scene"

# WJBK-TV

CHANNEL



DETROIT



# Storer Television

**WJBK-TV**  
Detroit

**WAGA-TV**  
Atlanta

**WSPD-TV**  
Toledo

**WJW-TV**  
Cleveland

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1



# 3. NIGHTTIME

# COMPASS

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00									
6:15		Small World Renault Motors O. Mathieson	Meet The Press sust						
6:30									
6:45		Twentieth Century Prudential	Outlook sust Swiss Family Robinson Rexall		D Edwards sust	News sust		No net service O Edwards Whitehall	News sust alt Cartar
7:00									
7:15	You Asked for It Sippy Peanut Butter	Lassie Campbell Soup	Mark Saber sust	News sust	No net service D Edwards sust (repeat feed)	News sust (repeat feed)	News sust	No net service D Edwards Whitehall (repeat feed)	News (repeat feed)
7:30									
7:45	Maverick Kaiser Companies Drackett (7:30-8:30)	Bachelor Father alt Jack Benny Am Tob	Northwest Passage BCA	Jubilee U.S.A. (7:30-8:30) Williamson - Dickie	Name That Tune Amer Home	Tic Tac Dough P&G	Cheyenne Harold Ritchie Nat'l Carlton (alt wks 7:30-8:30)	Stars in Action sust	Dragnet Bulora
8:00									
8:15	Maverick	Ed Sullivan (8-9) Mercury alt Kodak	Steve Allen Greyhound DuPont Polaroid Norelco, Zenith	Jubilee U.S.A.	The Texan Brown & Wmsn	Restless Gun Sterling Drug alt P&G	Sugarfoot (alt wks 7:30-8:30) Am Chicle, Luden's	TBA	Eddie Fisher L&M (alt wks: 8-9) George Gobel RCA alt Whitpool
8:30									
8:45	Law Man R. J. Reynolds	Ed Sullivan	Shirley Temple Nat'l Dairy Hill Bros., Breck (8-9; 10:30)	Bold Journey Ralston-Purina	Father Knows Best Lever alt Scott	Wells Fargo Amer Tobacco alt Buick	Wyatt Earp Gen Mills alt P&G	To Tell the Truth Carter alt Marlboro	Fisher alt Gobel
9:00									
9:15	TBA	G. E. Theatre Gen Electric	Dinah Shore Chevy Show (9-10) Chevrolet	Voice of Firestone Firestone	Danny Thomas Gen Foods	Peter Gunn Bristol-Myers	The Rifleman Miles Lab, P&G Ralston Purina	Arthur Godfrey Toni alt Pharmaceuticals	George Burns Show Colgate Bob Hope Show Buick (9-10; 10/14)
9:30									
9:45	Encounter (9:30-10:30) sust	Hitchcock Theatre Bristol-Myers	Dinah Shore Chevy Show	Anybody Can Play R. J. Reynolds	Ann Southern Gen Foods	Alcoa-Goodyear Theater Alcoa alt Goodyear	Naked City Brown & Wmsn alt Quaker Oats	Red Skelton Pet Milk alt S. C. Johnson	Bob Cummings Reynolds
10:00									
10:15	Encounter	\$64,000 Question Revlon alt P. Lorillard	Loretta Young P&G	This Is Music sust	Oesilu Playhouse (10-11) Westinghouse	Arthur Murray Party P. Lorillard	Confession sust	Garry Moore Show (10-11) Revlon	The Californians Singer alt Lipton
10:30									
10:45	No net service	What's My Line Kellogg alt El Curtls	No net service	John Daly News Whitehall No net service	Oesilu Playhouse	TBA Hall of Fame Hallmark (10:30-11; 10/13)	John Daly News P. Lorillard No net service	Garry Moore Kellogg alt Pittsburgh Plate	No net service Pre-World Series Special National Carbon (10:30-11; 9/30)

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

## Index continued . . . Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Rin Tin Tin: A-F	36,000	Nabisco, KGE	Ed Sullivan Show: V-L	79,500 (1 hour)	Mercury, KGE; alt Kodak
Rough Riders: W-F	47,000†	P. Lorillard, LGN	Sunday News Special: N-L	9,500	Whitehall, Bates; alt Car ucts, Bates
77 Sunset Strip: My-F	72,000 (1 hour)	Amer Chicle, Bates; Carter, Bates; Whitehall, Bates; Ritchie, Atherton & Co.	Tales of Wells Fargo: W-F	43,800	Amer Tobacco, SSCGB; P Mc-E
*Dinah Shore: V-L	150,000	Chevrolet, Camp-Ewald	The Price is Right: Q-L	21,500	Lever, JWT; Speidel, SSC
Phil Silvers Show: Sc-F	42,000	Schick, BGB; R. J. Reynolds, Esty	The Texan: W-F	37,000	Brown & Wmsn, Bates
\$64,000 Question: Q-L	36,000	P. Lorillard, LGN; Revlon, Warwick & L	The Thin Man: My-F	40,000	Colgate-Palmolive, Bates
*Red Skelton: C-F	52,000	Pet Milk, Gardner; alt S. C. Johnson, NLGB	This Is Your Life: D-L	52,000	P&G, BGB
Small World: D-F	28,000	Renault Motors, NLGB; Olin Mathie- son, D'Arcy	Danny Thomas: Sc-F	47,500	General Foods, BGB
Ann Southern: Sc-F	40,000	Gen Foods, BGB	*Tic Tac Dough: Q-L	23,500	P&G
Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; alt open	To Tell The Truth: Q-L	22,000	Carter, Bates; Marlboro, vme
Sugarfoot: W-F	78,000	Amer Chicle, Bates; Luden's, Mathes	Trackdown: A-F	33,500	Amer Tobacco, BBDO; Mobil Oil, Compton
			Twentieth Century: D-F	45,000	Prudential, Reach-McInte

†No charge for repeats.



WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
NBC			ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
	News sust			D Edwards Whitehall	News sust		D Edwards Good Year	News sust			
				No net service			No net service	No net service			
	News sust (repeat feed)	News sust	D Edwards Whitehall	News sust (repeat feed)		News sust	D Edwards Good Year (repeat feed)	News (repeat feed)			
	Wagon Train (7:30-8:30) Ford (alt hour)	Leave It To Beaver Miles Lab Ralston	I Love Lucy Pillsbury alt Clairol	TBA	Rin Tin Tin Nabisco	Your Hit Parade Amer Tobacco	Jefferson Drum sust	Dick Clark Show Beech-Nut Life Savers	Perry Mason (7:30-8:30) Van Heusen	People Are Funny Tonl alt R. J. Reynolds	
	Wagon Train National Biscuit (alt ½ hr.)	Zorro AC Spark, 7-Up	December Bride General Foods	Ed Wynn Show L&M, Bulova Gateway to the Mind Bell Telephone	Walt Disney Presents (8-9)	Trackdown Am Tobac alt Soony	Further Advent. of Ellery Queen (8-9) RCA alt sust	Billy Graham (8-9) Billy Graham Evang. Assoc.	Perry Mason Parliament Good Year Sterling Drug General Foods	Perry Como (8-9) Kimberly-Clark, RCA & Whirlpool	
	Price Is Right Lever, Spedel	The Real McCoy's Sylvania	Derringer S. C. Johnson	Twenty-One Pharmaceuticals	Hill Bros. Kellogg Reynolds Metal	Jackie Gleason Lever alt Pharmaceuticals	Ellery Queen	Billy Graham	Wanted Dead or Alive Brn. & Wmson	Bunbeam, Noname Amer Dairy Knowark	
	Milton Berle Kraft	Pat Boone Chevy Showroom Chevrolet	Zane Gray S. C. Johnson alt General Foods	Behind Closed Doors L&M alt Whitehall	Man With A Camera Gener 1 Elec.	Phil Silvers R. J. Reynolds Schlek	M Squad Amar. Tobac. alt Bulova	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt sust	Steve Canyon L&M	
	Bat Masterson Kraft, Sealtest	Rough Riders P. Lorillard	Playhouse 90 (9:30-11) Amer Gas alt sust	Ford Show Ford	77 Sunset Strip (9:30-10:30) Amer. Chicle	Playhouse Lux alt Schlitz	The Thin Man Cholain Fred Astaire Chrysler (8-9, 10/12)	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever	Cimarron City (9:30-10:30) sust	
	This Is Your Life P&G	Stars of Jazz sust	Playhouse 90 Kimb-Clark alt Allstate	You Bet Your Life Tonl, Lever	77 Sunset Strip Carter Prod. Whitehall Harold Ritchie	The Line Up P&G alt Brown & Wmson	Cavalcade of Sports Gilletto (10-concl)	Music From Manhattan Manhattan Shirt	GunsMoke L&M alt Sperry-Rand	Cimarron City	
	No Net Service	John Daly News Whitehall	Playhouse 90 sust	TBA	John Daly News P. Lorillard	Person to Person General Foods alt Lorillard	Fight Beat Bristol-Myers			Brains & Brawn Chesterfield	
		No net service			No net service						

PROGRAM	COST	SPONSORS AND AGENCIES
Twenty-One: Q-L	35,000	Pharmaceuticals, Parkson
U.S. Steel Hour: Dr-L	60,000 (alt weeks)	U.S. Steel, BBDO
Voice of Firestone: Mu-L	32,000	Firestone, Sweeney & James
Wagon Train: W-F	35,500 ½ hr.	Ford, JWT; National Biscuit, Mc-E
Will Wallace: I-L	15,000	Philip Morris, Ayer
Wired-Dead or Alive: W-F	39,000	Brown & Wmson, Bates
Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade
Lance Welk: Mu-L	17,500	Dodge, Grant
What's My Line: Q-L	32,000	Helene Curtis, Ludgin; Kellogg, Burnett
Ed Wynn: So-F	46,000	L&M; Bulova, Mc-E
You Asked For It: M-F	24,000	Skippy Peanut Butter, GBB
You Bet Your Life: Q-L	51,750	Lever, JWT; Toni, North
Yenta Young: Dr-F	42,500	P&G, B&B

PROGRAM	COST	SPONSORS AND AGENCIES
Your Hit Parade: Mu-L	42,500	Amer Tobacco, BBDO
Zorro: A-F	37,000	AC Spark Plug, Brother; 7-Up, JWT

### Specials and Spectaculars

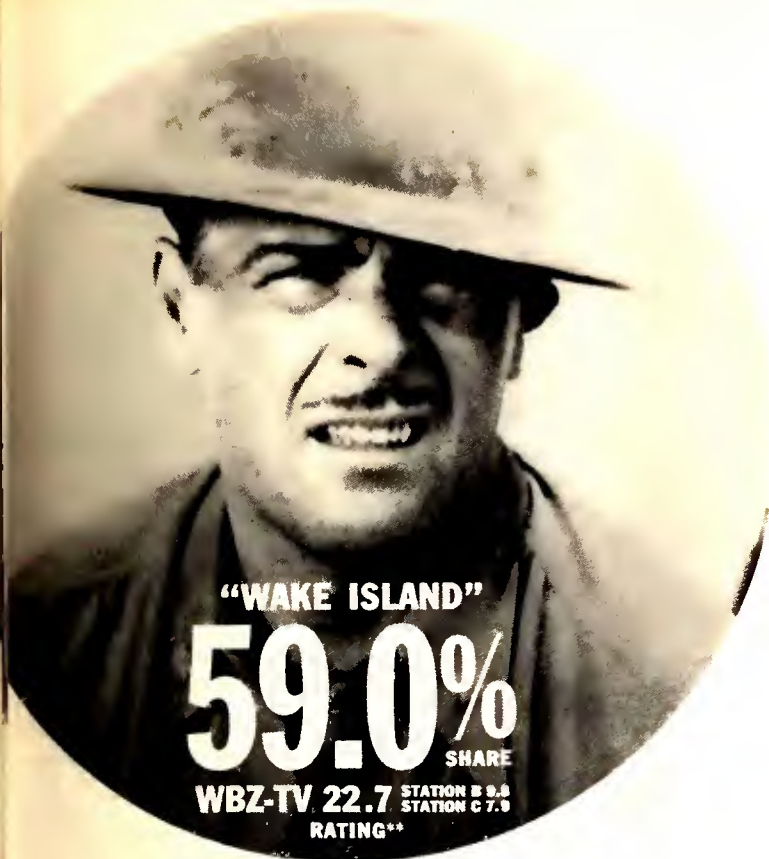
PROGRAM	COST	SPONSORS AND AGENCIES
Fred Astaire Show	390,000	Chrysler—10/17
Bing Crosby Show	325,000	Oldsmobile, Brother—10/1
Gateways To the Mind	337,500	Bell Telephone—10/23
Hall of Fame	350,000	Hallmark—10/13
Bop Hope Show	320,000	Buick, Mc-E—10/14
Pre World Series Special	110,000	National Carbon, Esty—9/30
Shirley Temple's Storybook	225,000	National Dairy, Ayer; Hill Bros., Ayer; Breck, Ayer—10/5
Swiss Family Robinson	340,000	Rexall—10/12



# PARAMOUNT PICTURES







**"WAKE ISLAND"**

**59.0%**  
SHARE

**WBZ-TV 22.7** STATION B 9.6  
STATION C 7.9  
RATING\*\*

# RATING POWER-MCA TV



**"THIS GUN FOR HIRE"**

**57.7%**  
SHARE

**WBZ-TV 22.7** STATION B 12.8  
STATION C 6.7  
RATING\*\*

**WBZ-TV BOSTON  
SEPT. 7 THROUGH 11**

\*ARB COINCIDENTAL, SEPTEMBER 7, 1:00 PM

\*\*TRENDX RECALL, SEPTEMBER 7, 10—10:30 PM, SEPTEMBER 11, 11:15 PM

**4.****DAYTIME****C O M P A R**

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00									
10:15		Lamp Unto My Feet sust			For Love or Money sust	Dough Re Mi sust		For Love or Money sust	Dough Re Mi sust
10:30									
10:45		Look Up & Live sust			Play Your Hunch sust	Treasure Hunt Ponds alt Toni P&G alt Mentholatum		Play Your Hunch sust	Treasure Hunt Al. Culver alt Dow Frigidaire alt Lever
11:00									
11:15		Eye On N. Y. sust		Day In Court (see Saturday)	Arthur Godfrey Standard Brands	Price Is Right Lever Bros alt Ponds Sterling alt Whitehall	Day In Court (see Saturday)	Arthur Godfrey Armour Libby alt sust	Price Is Right Lever alt Sunshine Stand Brands
11:30									
11:45		Camera Three sust		Peter Lind Hayes (see Saturday)	Top Dollar Colgate	Concentration Armour alt Lever sust	Peter Lind Hayes (see Saturday)	Top Dollar Colgate	Concentration Frigidaire alt sust Lever alt sust
12N									
12:15	College News Conference sust			Peter Lind Hayes	Love of Life sust Amer. Home Prod alt sust	Tic Tac Dough P&G alt Dow Toni alt P&G	Peter Lind Hayes	Love of Life Quaker alt Libby Amer Home alt sust	Tic Tac Dough Stand Brands P&G
12:30									
12:45	Johns Hopkins File 7 sust			Mother's Day (see Saturday)	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall alt Menthol Ponds alt P&G	Mother's Day (see Saturday)	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Al. Culver alt sust Armour alt alt P&G
1:00									
1:15	Open Hearing sust	Pro Football co-sponsorship		Liberace (see Saturday)	No net service News (1:25-1:30) sust	Close-Up co-op	Liberace (see Saturday)	No net service News (1:25-1:30) sust	Close-Up co-op
1:30									
1:45				TBA	As the World Turns P&G Sterling alt sust	Howard Miller co-op	TBA	As the World Turns P&G alt sust Sterling alt Miles	Howard Miller co-op
2:00									
2:15				Chance For Romance (see Saturday)	Jimmy Dean Show sust	Lucky Partners sust	Chance For Romance (see Saturday)	Jimmy Dean Show sust Miles alt Libby	Lucky Partners Al. Culver alt sust
2:30									
2:45					Art Linkletter Stand Brands alt Lever Standard Brands Van Camp	Haggis Baggis sust Menthol alt sust		Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust Al. Culver alt sust
3:00									
3:15				Beat The Clock (see Saturday)	Big Payoff Colgate	Today Is Ours sust Sterling alt sust	Beat The Clock (see Saturday)	Big Payoff sust	Today Is Ours P&G alt Nabisco sust
3:30									
3:45	Roller Derby sust			Who Do You Trust? Beech-Nut General Foods	Verdict Is Yours Stand Brands Bristol-Myers	From These Roots P&G sust	Who Do You Trust? General Foods Amer Home Johnson & Johnson alt Toni	Verdict Is Yours Gen Mills alt sust Swift alt Toni	From These Roots P&G Al. Culver alt sust
4:00									
4:15	Roller Derby	Watch Mr. Wizard sust		American Bandstand Eastco. Gen. Mills Lever	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Ponds alt sust P&G	American Bandstand Welsh Lever, Vick General Mills	Brighter Day P&G Secret Storm Gen Mills alt Quaker	Queen for a Day Standard Brands P&G
4:30									
4:45	Bowling Stars Amer Machine		Youth Wants to Know sust	American Bandstand	Edge of Night P&G sust	County Fair sust Sterling alt Lever	American Bandstand	Edge of Night P&G Sterling alt sust	County Fair sust sust alt Lever
5:00									
5:15	Paul Winchell Hartz Mtn. Prod General Mills	The Last Word sust	Frontiers of Faith sust	American Bandstand co-op			American Bandstand		
5:30									
5:45	Lona Ranger Gen Mills Cracker Jack Smith Bros.	Original Amateur Hour Pharmaceuticals	Comment sust	Mickey Mouse Club Sweets, P&G Bristol-Myers Gen. Mills			Walt Disney's Adventure Time P&G, Mars Nabisco Mattel		

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

**HOW TO USE SPONSOR'S  
NETWORK TELEVISION  
COMPARAGRAPH & INDEX**

The network schedule on this and preceding pages (48, 49) includes regularly scheduled programming 27 Sept. to 24 Oct., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-



WEDNESDAY				THURSDAY				FRIDAY				SATURDAY			
NBC				ABC				CBS				NBC			
Dough Re Mi sust				For Love or Money sust				Dough Re Mi sust				Operation Daybreak, to start 13 October			
Treasure Hunt Heinz alt Brillo Corn Prod alt P&O				Play Your Hunch sust Scott alt sust				Treasure Hunt Pillsbury alt Frigidaire P&O alt Heinz				Mighty Mouse Oen Foods alt Colgate			
Price Is Right Frigidaire Sterling Sandura alt Pillsbury				Day In Court (see Saturday)				Price Is Right Lever alt Corn Prod Stand Brands alt Gen Mills				Capt. Kangaroo (11-12) Partic. Gerber			
Concentration Heinz alt sust Nabisco alt sust				Peter Lind Hayes (see Saturday)				Top Dollar Colgate				will share quarter-hour segments scattered throughout the week: Amana Refriger.			
Tic Tac Dough Heinz alt Pillsbury P&O				Love of Life Scott Amer Home				Tic Tac Dough Al. Culver alt Heinz P&O				Jimmy Dean (12-1) sust			
It Could Be You Whitehall alt sust Corn Prod alt Brillo				Mother's Day (see Saturday)				Search for Tomorrow P&G Guiding Light P&G				American Home Armour Beech-Nut			
Close-Up co-op				Liberace (see Saturday)				No net service News (1:25-1:30) sust				Bristol-Myers Chesbrough Ponds			
Howard Miller co-op				TBA				As the World Turns P&G Swift alt Sterling				Drackett General Foods General Mills			
Lucky Partners sust				Chance For Romance (see Saturday)				Jimmy Dean Show Kodak Oerber alt sust				Gillette Johnson & Johnson			
Haggis Baggis sust Brillo alt sust				Art Linkletter Kellogg Pillsbury				Art Linkletter Lever Broe Swift alt Staley				Lever Minnesota Mining			
Today Is Ours P&G Heinz alt Sterling				Beat The Clock (see Saturday)				Big Payoff Colgate				Nestle Reynolds Metals			
From These Roots P&G alt sust Brillo alt sust				Who Do You Trust? Oen Foods Beech-Nut Johnson & Johnson alt Scott				Verdict Is Yours Sterling alt Scott Johnson & Johnson alt Scott				Shulton Sunshine Biscuits			
Queen for a Day Corn Prod alt Pillsbury P&O				American Bandstand Weich Amer Home Vick				Brighter Day P&G Secret Storm Scott alt				Queen for a Day Whitehall alt Corn Prod P&G			
County Fair Frigidaire alt sust Heinz alt Susting				Edge of Night P&G Pillsbury				County Fair Nabisco alt sust Sandura alt Lever				Race of the Week sust			
Tales of the Texas Rangers Sweets Co.				American Bandstand				Mickey Mouse Club Gen Mills Sweets, P&G.				All-Star Golf Miller Brew Reynolds Metal			
Walt Disney's Adventure Time Mars, Gen Mills Mattel, Miles Bristol Myers												All-Star Golf			

grams not listed are: *Tonight*, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; *Sunday News Special*, CBS, Sunday, 11-11:15 p.m. (Carter and Whitehall); *Today*, NBC, 7:00-9:00 a.m., Monday-Friday, participating; *News* CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday.

All times are Eastern Daylight. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 46.

# What is the place of the regional network

As regional networks play a more important role in ad strategy, a station man and two representatives review the regionals' function

**F. Proctor Jones**, *national sales mgr., The Yankee Network, WNAC & WYAC-TV*



*To fulfill  
a basic  
marketing  
need*

The regional radio networks were born of a basic marketing need which exists identically today. The Yankee Network came into being on October 12, 1958, when the first permanent telephone lines were installed between WNAC in Boston and WEAN in Providence. New England's first and second markets. Today, Yankee with its 50,000 watt flagship station, WNAC 680 kc in Boston, and its 30 affiliated "hometown" stations, brings 95% of the population of this strategic six-state area within the hearing and persuasiveness of the only advertising medium delivering a simultaneous controlled impression throughout the region.

The "place of regional networks" is rightfully influenced by the prolific needs of the advertisers; it always has been, and regionals will survive and thrive only so long as they continue to fulfill this need. This basic need is summed up in the marketing peculiarities that exist in most categories of enterprise that produce consumer goods or services, and in the degree of the desire of these enterprises to localize or personalize their approach to the consumer. The following situations are cases in point: If the manufacturer wishes to devote extra support to his best sales area, or wishes to bolster a lagging sales area; a drug products advertiser must capitalize on seasonal extremes of weather; an automotive concern has a dealer problem;

a national concern is introducing a new product on a staggered states basis; a corporation wishes to attract a migration of skilled labor types into its manufacturing location; a regional distributor needs a basic program in a single territory; a "foreign" company sees advantage in associating its name with a medium which enjoys long-term, high-grade local acceptance.

The Yankee Network provides "service-type" programming, leaving its affiliates to cultivate local tastes and attitudes. Yankee sticks to news, weather, women's programming; it provides the physical facilities for a selected few additional programs of special interest, such as religious, public service, special events and sports.

The Yankee Network News, New England's first and still the only complete regional news service, is typical of the tool the Yankee Network provides advertisers for their marketing needs. Yankee originates six daily newscasts of 15-minutes length which are aired simultaneously throughout the 31 primary and secondary affiliated localities. The first 10 minutes is delivered from key station WNAC in Boston and contains international, national and regional news, plus regional weather headlines. At the 10-minute point, each affiliated Yankee station cuts away from the network lines and individually follows with five adjacent minutes of local news and local weather. Thus Yankee acts as area spokesman, employs important programming resources and provides a major regional advertising vehicle.

Regional Yankee was a success from the start and has forged strongly ahead through the years, even through the early Fifties, but it has never experienced such increasing business health as each passing week and year brings. The newest advertiser concept of the use of regional radio has evolved the horizontal saturation of announcement frequency added to the vertical saturation already existing in affiliate clearances. Through this concept the Yankee Network—with its same basic

programming and same basic purposes—is bounding ahead and prospering for the reason for which it was founded: as a special advertising tool to fill a special marketing need.

**Dick O'Connell**, *pres., Richard O'Connell, Inc., representing The Sombrero Network, The Lobster Network*



*Dominant  
coverage  
of one  
entire  
area*

We feel the regional network has a definite place in today's radio provided it is geared for today's radio from either a programming and/or cost point of view. To hold its place in the sun accordingly, today's regional network must serve a definite need in the new radio. Covering either a specific market or a specific area, or both, constitutes the major prerequisite for attractive regional network operation. As examples of these prerequisites in action, The Sombrero Network in the Southwest covering top Latin American-Spanish speaking markets serves a distinct purpose in channeling national clients' messages to a market best covered by native language broadcasting. On the other hand, the Lobster Network of Maine serves a direct purpose in dominant coverage of one entire area, in this case all of the state of Maine.

Conversely, no regional network can be worth its salt if it forces upon an advertiser fringe markets from which the advertiser has little hope for gain. The fact that a network offers East Brushwood even at 50¢ a spot has no place in today's radio.

We have recommended to both clients and station groups alike that they limit their scope to the dominant coverage of an area important to the client. Today's regional network makes



## Today's radio?

sense only if it offers the kind of flexibility which today's national networks offer to the same client. The day of the "must buy" is dead. Having received an effectual funeral from the three national networks, as an example, in the case of Lobster, a client may buy any two, any three, any four stations, etc. In the case of Sombrero which covers a variety of cities, the client is able to select markets most needed by him in terms of population, or in terms of sales district, whichever may be more important to him. Since today's radio is an extremely flexible medium, it demands that today's regional network be equally flexible, or more so, in order to create an atmosphere attractive to today's national spot client.

The rate structure of the regional network is equally important, and to be attractive, must be simple. The convenience of one billing can be in itself attractive to the agency and client alike. Co-ordinated merchandising efforts and programing features are often important to client and network alike. In essence, however, the regional network must be constructed on a base of strong affiliates. We, also recommend the discontinuance of the "Bonus Station Idea." Most buyers realize that a bonus station is a poor station. Thus, the word "bonus" is indeed a misnomer. Geared to today's needs, the regional network can look forward to a very successful tomorrow.

**John J. Tormey**, director of radio sales,  
Avery-Knodel, Inc., New York



*A source  
of strength  
to its  
affiliates*

It depends upon the regional network. Actually, the regional network has two  
(Please turn to page 74)

**NOT JUST ROCK 'N ROLL ... the fact is**



**K-NUZ**

is **NO. 1\***

WITH THE

**ADULT**

HOUSTON AUDIENCE!

**K-NUZ**

*delivers the largest*

*Purchasing* **POWER\***

*or Adult Spendable Income*

**Audience in the Houston Market!**

Special PULSE SURVEY (Apr.-May, 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston.

NIELSEN (June, 1958) proves K-NUZ has the largest adult audience from 6 A.M. to 6 P.M. Monday thru Friday.

Send for a Copy of **SPECIAL PULSE** (Purchasing Power Delivered by Houston Radio Stations—Apr.-May, 1958).

**TO REACH THE PEOPLE WHO BUY IN HOUSTON**



**IT'S K-NUZ—  
STILL THE LOWEST COST  
PER THOUSAND BUY!**



**National Reps.:**

**Forjoe & Co.—**

New York • Chicago  
Los Angeles • San Francisco  
Philadelphia • Seattle

**Southern Reps.:**

**CLARKE BROWN CO.**

Dallas • New Orleans • Atlanta  
In Houston:  
Call Dave Morris  
JA 3-2581



**T**he United States of America has never won a war with professional soldiers.

When the call to arms is sounded, it is answered by the butcher, the baker, the errand boy, the teacher, the advertising executive--- the **CITIZEN SOLDIER**.

Now for the first time, a new television series glorifying the heroic exploits of the American soldier has been filmed on actual battle fields in Europe, with the full cooperation of the Department of Defense and the Department of the Army.

Your audience? The more than 22,000,000 **CITIZEN SOLDIERS** of world war I and II and the 170,000,000 relatives and friends--- the **CITIZEN BUYERS**.

# CITIZEN SOLDIER

ALREADY SOLD TO SUCH BLUE-CHIP ADVERTISERS AS . . .

Joseph Schlitz Brewing Company • Conoco Oil Company • Midland Federal Savings & Loan Assn.

and in addition . . .

WNBO Chicago  
WHDH Boston  
WISN Milwaukee  
WTIC Hartford  
KING Seattle  
KXLY Spokane

WTCN Minneapolis  
WLWI Indianapolis  
WCKT Miami  
WFAA Dallas  
KELP El Paso  
KVII Amarillo

KONO San Antonio  
WTAE Pittsburgh  
WBAL Baltimore  
WTOP Washington  
WBRE Wilkes-Barre  
KTTV Los Angeles

KLZ Denver  
KLOR Salt Lake City  
KOAT Albuquerque  
KOLD Tucson  
KPHO Phoenix  
KFRE Fresno

**FLAMINGO TELEFILM SALES CO.** 509 Madison Ave., N. Y. C. • MU 8-400



# FILM-SCOPE

27 SEPTEMBER 1958

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SPONSOR PUBLICATIONS INC.

Granting that station managers are most sensitive to attitudes of advertisers on the local front, syndication should build a lot of prestige for itself this season.

FILM-SCOPE asked its station spotters: "What are the trends in syndication for the 1958-59 season?" and the prestige angle played a prominent part in their answers.

Here's what some of them also noted:

- Local competition and pride in programing good syndication half-hours has never been greater, with a lot more good available half-hours to heighten this competition and pride.
- Prices, at the same time, have come down. Also making it a buyers' market is the stress that stations are putting on daytime programing, features and off-network stripping material.
- Full sponsorships of syndicated shows continue on the decline, but **partial buys into such series by leading national advertisers are increasing.**

By the time Sunoco (Esty) finishes its syndication buying this fall, it will be in upwards of 50 markets in its 24-state marketing area.

Esty is following the same pattern in buying for Sunoco that it does for Reynolds: A different program in each market, based on a good time slot.

It's the first year of syndication for Sunoco.

Don't be surprised if those two new shows of the "fantastic," or occult, school end up in syndication.

Both Official's Invisible Man and Ziv's World of Giants have been bumped from network schedules this fall, and there's a good chance of they're being syndicated.

If so, it'll be the first of its kind in syndication.

Colonial Stores (Liller, Neal & Battle), largest southern regional film buyer, may drop syndication when its commitments are up in November.

The food retailer currently has CBS Film's Gray Ghost in 13 Markets. But there won't be a second production year on Gray Ghost: consequently the company is considering spots in all its 30 markets.

Reason is two-fold: (1) Colonial wants to move more heavily into daytime, and (2) the cooperative money needed from suppliers for half-hour film sponsorship is hard to come by.

Drewery's Ltd. (MacFarland, Aveyard) has bought New York Confidential (TPA) as a replacement for Ziv's Target in 13 midwestern markets.

Contracts are for 52 weeks and the station list will be the same as for Target.

Another Nestlé product will be making its way into syndication this fall.

It's Nestlé's Quik, via McCann-Erickson, which will be spotting Roy Rogers across the country in 30 markets where Lone Ranger (on CBS TV) needs support. Heaviest concentration will be in the southeast.

Only other Nestlé product to use syndication has been DeCafe (Bryan Houston).

# MARKETING WEEK

27 SEPTEMBER 1958  
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SPONSOR PUBLICATIONS INC.

If Gillette goes national with spot radio—and it looks like it will—it will present an interesting switch on how to reach the shaving market.

Electric shavers, Gillette's prime competition, didn't get anywhere until tv came on the scene.

Gillette's been testing d.j.'s for more than three years to measure their impact on the teen-age market.

Few people remember, but Gillette marketed an electric shaver during the 30's. It was dropped when the firm went into war work and not revived.

Whether or not Gillette regrets its failure to revive its shaver, the fact remains that the safety razor market is not expanding. Sales are not down but, with the population expanding so rapidly, the net result is a loss in share of the shaving business.

Weiss & Geller has begun a policy of providing its account executives with more marketing know-how.

The job is being undertaken by Robert Breckenridge, v.p. and marketing director of the agency's three-man department.

Ideally, Breckenridge says, an agency the size of Weiss & Geller should provide most of its marketing services through account men.

Increasing expenditures for merchandising in recent years has made it essential to insure greater cooperation among retailers.

Yet, time after time, promotions get support in no more than 15% of the target stores.

So reports Donald W. White, president of Don White, Inc. On the other hand, White said, in addressing the Merchandising Executives Club of New York recently, it is common for mass product displays to increase store sales 100% and more.

White estimates that \$2 billion a year is now being spent on merchandising. He said that one firm, reported as laying out \$6.5 million for consumer media, is putting an additional \$2 million into merchandising. (White didn't mention the firm but other sources said he was referring to Camel cigarettes.)

As another example of heavy merchandising expenses, White noted that General Foods recently spent \$75,000 just on the printing costs of one display piece.

White's firm has developed a method of measuring, on a regular basis, the amount of promotion support a brand gets in stores. The index provides competitive data as well as regional breakdowns.

Growing interest in measuring advertising effectiveness has led to a workshop seminar on the subject, held by Management Institute of New York University in New York City.

The eight-session course, beginning 29 September, will be coordinated by William Capitman, president, Center for Research in Marketing.



# WASHINGTON WEEK

27 SEPTEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

**The daytime radio stations not only lost their case for longer operating hours, they "lost it big."**

The daytime-only stations, limited to the hours between sunrise and sunset, sought fixed hours between 5 a.m. and 7 p.m. During the late fall and winter months this would have caused interference to full time stations during the added hours.

After more than ten years of failing to get an answer from the FCC, these stations appealed to the Senate Small Business Committee. Chairman Wayne Morse (D., Ore.) held hearings, told the FCC he was not judging the merits, but demanded a quick decision on the petition.

The daytimers got a decision, but not the one they wanted. The FCC, in a unanimous vote with only Chairman Doerfer absent, adopted without exception all of the arguments ranged against the proposal. These had been lodged by the Clear Channel Broadcasting Service, and over 240 full-time stations, large and small.

Among the anti arguments adopted in toto by the FCC:

- The daytimers during the added hours would, themselves, be able to reach only a fraction of their daytime audiences because of interference.
- While more than 900 communities would get local service in the added hours, over half of these are already receiving service from nearby full-time stations, or are suburbs served by the main community.
- Grant of the petition would prejudice the intertwined clear channel and daytime skywave cases. Denial wouldn't.
- For only 138 full-time stations, figures showed 94,591,111 people would lose radio service.
- **People do listen to far-away stations, contrary to daytimer claims.** Also many full-timers gear programing to outlying communities and rural areas.

The significance of the decision is more in its emphatic nature than in the conclusion it reached. The simple fact is that the daytimers now have nowhere to go.

**Court appeal would be futile, since the courts hold this type of decision is reserved for an expert government agency.**

And it is hardly likely that any Congressional committee would care to tackle so sweeping a decision.

**The report on the Senate Commerce Committee's various probes into tv may be moving closer to its release date.**

Nick Zapple is due in Washington for conferences with special counsel Kenneth Cox and committee chairman Warren Magnuson on the reports.

None of which means the report actually will be released before January, but Zapple and Cox will be doing much to get it in shape for submission to committee members.

**The Miami channel 10 hearings droned along before special FCC hearing examiner Horace Stern, with little new being added to the revelations before the House Legislative Oversight subcommittee.**

For instance, the financial dealings between Thurman Whiteside and former FCC commissioner Richard A. Mack became no clearer with repetition.

What did appear clearer was that National Airlines, holder of the Miami licenses under attack, sought Whiteside's go-between services because of his friendship with Mack. And that the competing applicant, Col. A. Frank Katzentine, had pulled as many strings as he could find dangling.

# SPONSOR HEARS

27 SEPTEMBER 1958  
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SPONSOR PUBLICATIONS INC.

Sellers of radio have plans for nudging P&G back into the fold on a sizable scale.

NBC Radio, for instance, is working on a big presentation that it proposes to pitch to P&G's top level when the time seems ripe. (See also page 35.)

That 15% agency commission on show packages continues to stimulate needling on the part of network advertisers.

One major agency, after being pressed on the issue, now has agreed to spend a goodly chunk of the program commission on researching the effectiveness of the client's commercials.

General Foods' Edwin Ebel is reported scouting around among CF's product managers for somebody to help support the Person to Person show.

Seems that after Ebel made the buy, the SOS product manager said he didn't recall agreeing to get in on it.

There's a lot of jockeying for network-affiliate strength going on among tv stations in Michigan, especially the eastern part.

So revamped coverage pictures for the networks may be coming up.

Ancillary effect: Spot buyers are keeping a sharp lookout on the situation.

In noting the more favorable attitude at McCann-Erickson toward radio, the 20 September SPONSOR-SCOPE overlooked a key personality involved.

He's Tom McAvity, the agency's recently installed programming strategist, whose intimacy with radio dates back to the mid-30s when he was at Lord & Thomas (now Foote, Cone & Belding).

ABC TV apparently has a problem of discipline with the exploitation experts it imported from the motion picture field for Operation Daybreak.

These rugged operators are accustomed to taking over completely and running with the ball when they get into a town. Station people are accustomed to much decorum and assurances that they aren't losing control.

Joe Culligan isn't the only one who's coining phrases to dramatize radio.

His competitors (who deem the deejay as the salesman par excellence) are pushing this one: Excitement Radio.

Their definition: It's something the deejay creates when he presents his sponsor's message.

Marketing men cite Lever as a classic example of a company that creates competition for itself by manufacturing products for private labels.

One product in point is Spry. The Lever plant which turns out this shortening devotes about half of its entire output to private labels.

This underselling situation, as abetted by the Lever empire, has been a long-time irritant for P&G—even though its Crisco brand has a dominant share of the market.





## *Nothing else like it in Greater New York*

### **NOTHING APPROACHES THE SOUND:**

WVNY originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

### **NOTHING APPROACHES THE AUDIENCE:**

The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNY is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.

### **NOTHING APPROACHES ITS VALUE:**

WVNY delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

**RADIO STATION OF The Newark News**

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

# WVNY

Newark, N. J. — covering New York and New Jersey



**SURE**

every time buyer  
reads

**SPONSOR**



**BUT FOR EVERY TIMEBUYER  
THERE ARE TEN OTHER DECISION  
MAKERS BEHIND THE SCENES  
WHO READ SPONSOR AS WELL**

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

Proof?

Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

**SPONSOR**

**sells the TEAM that buys the TIME**

# NEWS & IDEA WRAP-UP

## ADVERTISERS

**Contadina Foods has gone on a big spot radio splurge in 27 cities.**

It is an eight-week campaign consisting of more than 11,000 commercials with frequencies running as high as 180 per week in key cities such as New York, Chicago, Philadelphia, Detroit and San Francisco.

Contadina will also employ spot tv in New York, with 360 one-minute announcements scheduled during the eight week period.

Agency: Cunningham & Walsh, San Francisco.

**Other campaigns:**

- **Zenith Radio** will sponsor what it believes to be the first tv news program produced especially for the hard of hearing, via WNBQ, Chicago. Agency for the hearing aids: MacFarland Aveyard & Co.

- **Ray-O-Vac** is using nation wide spot radio on 129 stations to advertise its flashlights and batteries in a campaign to run for 23 weeks. Agency: H. Monk and Associates.

- **Mother's Cake & Cookie.**, Oakland, Cal., has started its one-minute spot radio campaign in three major markets: Los Angeles (178 spots); San Francisco (165 spots) and Phoenix

(130 spots), all for 13 weeks. Agency: Guild, Bascom & Bonfigli, San Francisco.

- **Bulova Watch** has added three more network tv shows to its list of buys for the fall, all on NBC TV: *Today*, *The Jack Paar Show* and *News with Huntley and Brinkley*. These purchases augment Bulova's record ad campaign for Christmas.

- Appearing on tv for the first time, **Wagner Baking Corp.**, Newark, starts this week, for an initial 52-week program of ten 10-second spots per week via WRCA-TV, New York. Agency: L. H. Hartman Co.

- **Ronzoni Macaroni** has upped its fall ad budget 18% over last year, via tv programs on WRCA-TV, New York; WRCV-TV, Philadelphia; and WNHC-TV, New Haven. On Radio, Ronzoni will use one-minute and 20-second spots on news programs on 10 radio stations in New York, Philadelphia, Boston, Providence, New Haven and New Britain. Agency: Emil Mogul.

- **Dipsea Doodles**, a new fun-food

## PICTURE WRAP-UP

**Clients and star:** (l to r) Newman F. McEvoy, sr. v.p., Cunningham & Walsh; Ben Halsell, ad director The Texas Co.; Edward Mahoney, v.p., C&W; Tom Harmon, sports star for KXN and CBS Pacific Radio; W. B. Hawke, gen. sls. mgr., Texas Co.; Jules Dundes, v.p. CBS Radio; Gordon F. Hayes, gen. mgr. CBS Radio Spot Sales; Hank Humphrey, radio/tv a.e., C&W at impromptu get-together in N. Y. Texaco star Harmon was East to meet with President Eisenhower



**Getting together** at Hidden Valley meeting of Michigan Bdstr Assn. are (l to r) convention chairman John Pomeroy, WIL, Lansing; 1958 president Martin Giaimo, WJEF, Grand Rapids; Art Swift, WOOD-TV, Grand Rapids; Leo Burnett's Tom Wright Jr.; and Clyde Vortman of Zimmer, Keller & Calvert, Detroit.

**Silence reigns** after 96 hours 36 minutes during which Mr. Charles Cook broke the existing "talkathon" record. Here she receives a check for \$1,000 from Mr. Lyell Bremser, vice president of KFAB, Omaha. She talked from 2 September to 6 September.





snack by Old London begins its campaign this week, to last through the end of this year. Spot tv announcements will appear on Popeye, carried by WPIX, WNEW-TV and WABC-TV, all New York. Agency: Richard K. Manoff.

• **Lite Diet** special-formula white bread also begins its three month drive this week with a budget in excess of \$200,000, via 150 radio stations and 30 tv stations. Agency: Emil Mogul.

**Ideas at work:** A Rockford, Ill. tv and Hi-Fi dealer, C. E. T., staged a novel promotion in launching a new store manager—Elmer Knispel. A one-week teaser campaign using radio, tv and print, at a cost of a little more than \$1,000, centered around: "Who's Elmer; Where's Elmer; Elmer's Coming and Elmer Has A Surprise."

**Other promotions:** Wilson & Co. is starting its third year with the Mrs. America promotion, designed to generate impact at the retail level. Wilson feels that anything they can do to

glorify the American housewife, can help promote the Wilson label. The Mrs. America winner makes personal appearances in retail stores, providing many opportunities for merchandising, in-store displays, etc., and featured displays of Wilson brands during the visit. Wilson also uses local radio and tv promotions during the time of Mrs. America visits.

Another midwest promotion: **Johnson's Wax**, of Racine, Wisc., is doing a real razzle-dazzle down in New Orleans this weekend in conjunction with CBS TV on the premier of their *Derringer Show*. NL&B, the Chicago agency is handling this one, which will include civic welcome and reception of the show's stars, appearances on tv and radio, plus the screening of the premier program aboard the Mississippi river boat as it cruises up and down the river.

**Strictly personnel:** Joseph Lynch named advertising and sales promotion manager for the Westinghouse's

electronic tube division . . . **Roger Drew**, appointed assistant to James Shallow, general manager-merchandising at Philco Corp. . . . **Frederick Fleischman, Jr.**, to the newly created post of administrator of marketing department, and **John Bannon**, advertising manager, for Pepsi-Cola International.

## AGENCIES

**Highlights of the 4 A's Central Region 21st annual meeting in Chicago 10 October will be a workshop on "Organization of Tv-Radio Functions in Advertising Agencies."**

Peter J. Cavollo, D'Arcy, will be chairman. Panelists: Arthur Lund, Campbell-Mithun; Louis Tilden, Wherry, Baker & Tilden; Ira Rubel, Ira Rubel; and John White, McCann-Erickson.

**The quick pace of agency turnover continues.** Latest account shifts include:



"he an land anywhere" was judges' decision so ely ammye Cold became "Miss Helicopter—1958," tribe to whirlybirds everywhere. She arrived via ll helicopter at WTVT, Tampa studios to head-e rent *Whirlybird's* premiere on station's airwaves



**Scooting personality:** KYW-TV, Cleveland, star Big Wilson leads 250 adult and tennage scooter aficionados through downtown streets on wheeled demonstration for the Scooter Safety Club which Wilson organized. Club works closely with Police Dept. for safe driving

**Upcoming Ad Week campaign** is planned by (l to r) C. James Proud, AFA pres.; Mrs. Claire Drew Forbes, Ad Assn. of the West; Ad Week Natl. Chmn., Arthur H. Motley; Ad Week vice chmn. John P. Cunningham; AFA Board Chmn. R. M. Feemster; John Flagg, B&B





**DuBarry Cosmetics and Sportsman Men's Toiletries**, products of Warner-Lambert Pharmaceutical Co., to Lambert & Feasley, from NC&K . . . **Mission of California**, a division of Cott Beverage Co., joins Cott at Dowd, Redfield and Johnstone, bringing the total account to \$1 million with 75% going to back the Cott drinks . . . **Magic Chef gas ranges**, joins its parent co., Dixie Products, at D'Arcy . . . **Emerson Radio** to Friend-Reiss . . . **Manhattan Coffee**, to Rutledge & Lilienfeld, handlers of the company's other product, Dining Car Coffee . . . **Quicke Products, Inc.**, Yonkers, to Schneider-Stogel Co., New York . . . **Aluminum Co. of America's Alcoa Closure** division, to Ketchum, MacLeod & Grove . . . **Aldon Industries**, New York, to Cayton, Inc., New York, with plans for a tv spot campaign in major markets to begin this week.

**Top honors:** Radio commercials by Leo Burnett for the **National Tea Council** made top-score in the current Spot Radio Commercial survey by John Blair & Co.

Other winners: Tetley Tea, Ogilvy

Benson & Mather; Winston, Esty; Pepsi-Cola, K&E; Budweiser, D'Arcy and Slug-a-Bug, Wesley Associates.

**Agency affiliation:** Heintz & Co. and Roy S. Durstine jointly announced an affiliation that will permit both California agencies to retain their individual identity, but will affect a consolidation of their agency facilities in San Francisco.

Combined billing of their joint San Francisco office: \$3.5 million.

**They became v.p.'s:** David Stewart, named executive v.p. of K&E, and George Fry has been put in charge of the account section. Donald Miler, senior v.p. and director of K&E resigned this week. Reason: "basic disagreement on agency operating policies." . . . Leonard Colson joins Warwick & Legler as v.p. and member of the plans board . . . Frank Bair, elected a v.p. and John Chapin, added to the board of directors of Clark & Robertz, Detroit.

**Other agency personnel moves:** Armella Selsor, promoted to assist-

ant media director and Elaine Pappas, to media buyer, at North Advertising, Chicago . . . Edward Simon, director of research, Ross Roy, Detroit . . . Jerome Delott and David Mackintosh, to the New York office of DFS as research project directors . . . George Goodlett, to Foote, Cone & Belding as account executive . . . Frank Ennis, account executive at Lambert & Feasley . . . Richard Jacobs joins Noble-Dury & Associates, Memphis . . . Harriet Benton, to copy chief at Ray Barron, Inc., Boston . . . Mort Reiner, to the radio/tv department of Hicks & Greist as group time buyer . . . Edmund Anderson and John McDonald, to the New York office of DFS.

## ASSOCIATIONS

**Broadcasters must work together to ward off attempts to hamstring the industry.**

So warned Harold E. Fellows, NAB president, addressing broadcasters from the South at the NAB Fall Conference at Biloxi, Miss.

"We have yet to face some of the

# Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees

**Leads in news** — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour coverage of local events. Has No. 1 rated news program.\*

\*ARB May '58

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY •

The Katz Agency,  
National Representative



most intense legislative problems that have confronted this industry," Fellows continued.

Included in this group of problems: pay tv, community antennas, network regulation, and advertising control.

#### Other developments at the NAB:

1) The tv p.r. committee adopted a plan for a series of 10-second animated spots to show the public the impact of tv in American life.

2) It filed a petition with the FCC opposing rate increases on news teletype facilities, claiming that increased wire rates would curtail news transmission.

**TvB is continuing its program of pin-pointing industry-wide successful uses of tv** with its mailing, this week, on "How automobile dealers get more mileage with tv."

A kit, containing examples of every car maker, will be sent to member stations.

**Membership growing:** 10 new members have joined the **Broadcasters' Promotion Association** during August, bringing the total of BPA's roster to nearly 250.

#### Here's a preview of the broadcasters' calendar for the week:

29-30 Sept.: **NAB Fall Conference**, Mark Hopkins Hotel, San Francisco.  
3-5 Oct.: **AWRT national board meeting**, Waldorf Astoria, New York.

5-6 Oct.: **Convention of Texas Assn. of Broadcasters**, Texas Hotel, Ft. Worth.

9-10 Oct.: **Central 4A's regional annual meeting**, Drake Hotel, Chicago.

9-10 Oct.: **North Carolina Assn. of Broadcasters**, Sedgefield Inn, Greensboro.

Main speakers at the second annual southwestern area conference of **AWRT** this weekend, in Ft. Worth include: **Earl Fletcher**, KXOL, Ft. Worth; **Montez Tjaden**, KWTW, Oklahoma City; **Bobbie Hughes**, Cain Agency, Dallas; **Charles Ringler**, Leonard's, Ft. Worth; **Mike Shapiro**, WFAA-TV, Dallas; and **W. D. Rogers**, president and general manager of KDUB-TV, Lubbock, KPAR-TV, Abilene-Sweetwater, KEDY-TV, Big Spring, Tex.

**They were elected:** **F. C. Sowell**, v.p. and general manager, WLAC,

Nashville, named head of the **NAB AM Radio Committee** . . . **Joseph Floyd**, president, KELO-TV, Sioux Falls, named chairma of **NAB's Tv Film committee** . . . **C. L. Thomas**, v.p. and general manager, KXOX, St. Louis, to serve on the radio committee, **NAB** . . . **James Quello**, program manager, WJR, Detroit, named president of the **Michigan Assn. of Broadcasters** . . . **Lester Frankel**, of Audits & Surveys Co., **Morton Vitriol**, of Hiram Walker, and **John Maloney**, of *Reader's Digest*, elected directors of the **American Marketing Association**.

## FILM

**MCA added four more stations in three markets to its Paramount Library sales list this week.**

Stations buying parts of the package include **WFBM-TV** and **WTTV**, Indianapolis; **WTCN-TV**, Minneapolis; and **KUTV**, Salt Lake City.

The sales bring the total stations sold list to 16.

#### Other sales:

• **Carling Brewing (Lang, Fisher and Stashower)** has renewed its sponsorship of **Walt Schwimmer's Championship Bowling for the fifth year**. Buy is for 22 markets.

• **The Whitehouse Company**, distributors of 21 Top Tunes (Victor & Richards) has bought two **Flamingo** series for more than 75 markets. The series: *Sailor of Fortune* and *Aggie*.

• **WTAE-TV**, Pittsburgh, this week bought 550 films in the **MGM library**. Price: \$1.5 million.

• Eleven stations were added to **Screen Gems' Burns & Allen** line-up this week, bringing the total market tally to 67.

The new stations signed are **WBBM-TV**, Chicago; **WROC-TV**, Rochester; **WCAU-TV**, Philadelphia; **WNCT-TV**, Greenville; **WSAU-TV**, Wausau; **KOOK-TV**, Billings; **WTCN-TV**, Minneapolis; **WMCT-TV**, Memphis; **WHIC-TV**, Pittsburgh; **WLWA-TV**, Atlanta; and **WDAU-TV**, Scranton.

## YOUR BUSINESS WILL BE UP because you'll get more of it if you read SPONSOR's new 12th annual FALL FACTS BASICS

38 pages on **Marketing** with 15 pages of **BASICS** charts  
86 pages on **Radio** with 15 pages of **BASICS** charts  
78 pages on **Television** with 18 pages of **BASICS** charts  
17 pages on **Film** with four pages of **BASICS** charts

### Reprints of popular BASICS charts sections:

16 pages on Marketing	1 to 9	35 cents each
16 pages on Radio	10 to 49	25 cents each
24 pages on Tv and Film	50 to 99	20 cents each
	100 to 499	15 cents each
	500 to 999	12½ cents each
	1,000 or more	10 cents each

Prices include postage

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.

Please send me the following reprints:

Check or cash enclosed Bill me

Section	Quantity desired	Unit price	Total amount
Marketing			
Radio			
Television-Film			
Full copy of Fall Facts BASICS—\$1			
Name	Company		
Address			

• Another off-network series, ABC Film's *People's Choice*, added 10 markets.

Included: WTMJ-TV, Milwaukee; WRCV-TV, Philadelphia; KPIX, San Francisco; WFIE-TV, Evansville; WTVN-TV, Columbus; WPRO-TV, Providence; KCIX, Boise; WDSU-TV, New Orleans; KNXT, Los Angeles; and the Park Bank on WATE-TV, Knoxville.

**On videotaping:** Hal Roach Studios and Guild Films have pacted a \$1 million, long-range agreement for the production and distribution of videotape properties.

Guild has equipped the Roach studios with videotaping facilities; Guild will distribute the videotaped productions. First property under the pact will be *Date With Judy*.

CNP's new syndicated series, *Flight*, has received the official endorsement of three top agencies, the Defense Department, the Air Force and the Air Force Association.

**Expansions:** Two wholly-owned subsidiaries for the licensing and distribution of tv films abroad have been formed by CBS. The two: CBS Europe LTD., and CBS, Ltd. . . . Flamingo Telefilms has opened a new office in Atlanta, to handle sales on *Citizen Soldier*.

**In the foreign markets:** Television Interamerica in South America has purchased 300 Warner films from AAP for tv release in Cuba. Pictures are scheduled on both Cuban tv networks . . . Six CNP series were sold this week in Canada through Freemantle Ltd. The six: *Life of Riley*, in 11 markets; *Medic*, in nine markets; *It's a Great Life*, in eight; and *Gumby*, *The Adventures of Hiram Holiday* and *Panic*, all to the CBC.

**Strictly personnel:** Stan Smith, v.p. of Official Films, has been named head of the sales department. He replaces Ray Junkin, who resigned . . . Jerry Lee, to MCA-TV's western sales staff . . . C. Herbert Masse, named account executive for upper New York and New England at ABC Films . . . Henry S. Newman, to Inter World TV Films as sales rep . . . William Fineshriber, foreign operations director of Screen Gems, off this week

on a three-month round-the-world sales junket.

## NETWORKS

The tv networks are keeping under closed wraps what they'll be spending for spotlight ads to compete for the daytime audience this fall.

Indications are that the battle on the daytime front will be much more intense, promotion-wise, than for the night-time audience.

P.S.: However, if you are a daytime client, you can get this information from the network.

**Maverick stood up well last weekend against Jack Benny, Ed Sullivan and Steve Allen.**

According to Trendex, in the 7:30-8 period *Maverick* had a rating of 22.2 compared with 19.0 for Benny.

In the 8-8:30 slot, *Maverick* had 23.1; Sullivan, 25.0 and Allen 15.8.

**Network tv sales:** Florida Citrus Commission, for \$1.5 million on CBS TV . . . Gerber Products Co., for a weekly segment of the *Jimmy Dean Show*, ABC TV . . . Olin Mathieson, to share the spotlight with Renault Motors on Ed Murrow's *Small World*, CBS TV . . . P&G brings the total to 11 advertisers now signed to sponsor more than three-fourths of *Mickey Mouse Club*, ABC TV . . . Six advertisers, for NBC TV's *Huntley-Brinkley News Report*: Bristol-Myers; Nestle; National Carhon; Kemper Insurance; Bulova and Bell and Howell.

Renewals totaling \$1.8 million for the *Jack Paar Show*, placed with NBC TV by Bristol-Myers and Polaroid.

**Network radio sales:** Forty-one advertisers are launching new campaigns on NBC during the last four months of 1958—amounting to more than \$5 million. Leading the list of purchases in the food category, with an order for more than \$1 million, is Mogen David Wine.

Some other clients: Morton Salt, General Foods, Lewis-Howe, Warner Lambert, Grove, Bristol-Myers, Buick, GMC Trucks, Dodge, Pepsi-Cola, Reader's Digest, and Brown & Williamson.

**Network affiliations:** WREX-TV, Rockford, to CBS TV . . . KLTU, Salt Lake City, to ABC Radio.

## Ad libs are fine but

It's a fact—quick quips, spontaneous gestures, are best caught on film. Then you are in control of the quick snip here . . . a laugh lighted there—and you have the show . . . one you can be proud of. That's because you see it on film. What's a very important "more," you control, too, of time and space. Use black-and-white—or color—there's an Eastman Film for purpose.

For complete information write to:  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

**East Coast Division**  
342 Madison Ave., New York 17

**Midwest Division**  
130 East Randolph Drive, Chicago

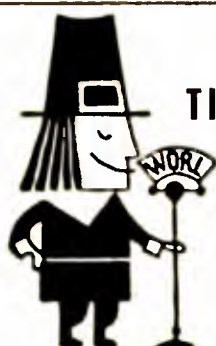
**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, Calif.

or  
**W. J. German, Inc.**  
Agents for the sale and distribution of  
Eastman Professional Motion Picture Film  
Fort Lee, N. J., Chicago, Ill.  
Hollywood, Calif.

**Be sure to shoot  
in COLOR . . .  
You'll be glad you did.**







**TIMEBUYERS**

**TAKE**

**NOTICE!**

*Look beyond the*  
**BIG RATINGS**  
*because*

big ratings do not necessarily produce an audience with large purchasing power.

**YOUR BEST BUY IS A STATION THAT CATER'S PRIMARILY TO AN Adult Audience . . . . . ABLE TO BUY YOUR PRODUCT!**

WORL'S "950 Club" programming is directed first and foremost to an Adult Audience — with stress on music of the past, as well as music of the present and future!!!

*Statistics show that adult women spend 80% of the consumer dollar and influence up to 91% of the buying!*

**WORL'S**

**AVERAGE: 88% ADULTS**  
(PULSE, DAYTIME HOURS)

**THEREFORE YOUR BEST BUY IS**

**Boston's "950" CLUB Station**

**WORL**

**BOSTON**

5000 WATTS — INDEPENDENT  
Represented nationally by  
HEADLEY-REED CO.

Strictly personnel: Charles Godwin has been named a v.p. of Mutual and placed in charge of all station activities. He'd previously been assistant to the president . . . Charles Kinsolving, Jr., manager of plans development and Berry Rumble, manager of rates and affiliations, NBC.

## REPS

John Blair is circulating a qualitative audience study it did in Dallas.

The purpose was to find out what images listeners had of KLIF as compared to other local stations.

How the image was arrived at: Asking the interviewed to select the type of person most likely to listen to the various stations.

The descriptive terms used: "modern," "lively," "interesting" and "dull." Out of this came these factors: station's believability, vitality and general image.

Among the objectives of the project: to show that the Blair Station's audience was not significantly teenage.

"An advertiser can control his advertising with Spot Tv because it enables him to plan his advertising to the selling job to be done in each local market."

So said George Castleman, v.p. and new business development manager at PGW, to advertisers and agency people in Jacksonville, Atlanta and New Orleans last week.

Purpose of Castleman's trip: to present a slide presentation, dubbed A Local Affair, telling ad and agency people the basis of spot tv.

**Moving to new quarters:** For the third time in eight years, H-R Reps and H-R Tv, Inc. will be moving to new and larger offices: at the Seagram Building, 375 Park Avenue, New York.

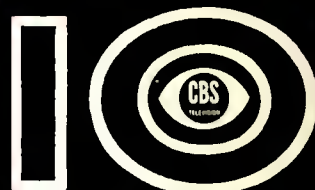
**Rep appointments:** John E. Pearson Co., for WABJ, Adrian, Mich. . . .

The Bolling Co., in the midwest and west coasts for WSUN-TV, Charleston, S. C. . . . Venard, Rintoul & McConnell, for WKAB, Mobile . . . Elizabeth M. Breckjorden, for WLEX-TV, Lexington, Ky. . . . J. A. Lucas & Associates, Los Angeles, for KTX, Seattle, and KPER, Gilroy-Hollister, Cal. . . . Richard O'Connell, for WTVY, Dothan, Ala. and KLFY-TV, Lafayette, La. William J. Reilly will represent both stations in the Midwest

**Serving More Advertisers**

**than any other Indiana\* TV STATION**

**WTHI-TV Ch.**



**CBS-ABC-NBC**  
(251,970 TV HOMES)  
**TERRE HAUTE INDIANA**

\*Except, of course, Indianapolis

BOLLING CO., NEW YORK, CHICAGO  
LOS ANGELES, SAN FRANCISCO, BOSTON



**KOSI GETS ACTION**

In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denver—radio station KOSI!

**KOSI**

**5000 Watts**  
**Denver is**  
**KOSI—land!**

Give a "whistle" for your Petry Man

WGVM—Greenville, Miss.  
KOBV in San Francisco

Mid-America Broadcasting Co.



... CBS Radio Spot Sales, for WBBM-FM, Chicago ... The Bolling Co., for WEW, St. Louis and WKYB, Paducah, Ky.

On the personnel front: Gale Blocki, Jr., co-founder of the dissolved Simmons Associates, joins the Bolling Co. as sales manager of the Chicago office ... Martin Percival and Bob Lewis, account executives in the New York office, radio division, Edward Petry & Co. ... Allan Klammer, to the New York sales staff, Jack Masla & Co.

## RADIO STATIONS

Radio has latched on to the hula-hoop craze as a promotion device.

The Bartell Group will stage a championship match at the Grand International Hula-Hoop Olympics in October.

The nation-wide competition will send champions from each section of the country to San Francisco for a spin at the national title.

Regional hula champs will be chosen in contest sponsored by KOBQ, San Diego; WOKY, Milwaukee; WDYE, Birmingham; WILD, Boston; WAKE, Atlanta and KYA, San Francisco.

Grand prize: the winner will go to Hawaii—for hula lessons, naturally.

Lanny Ross, radio d.j. and vocalist, becomes assistant to the general manager at WCBS, New York, 1 October.

Along with his move into the management rank of broadcasting Ross will continue with his radio show, heard daily in a new time period, 11:30-11:45 a.m.

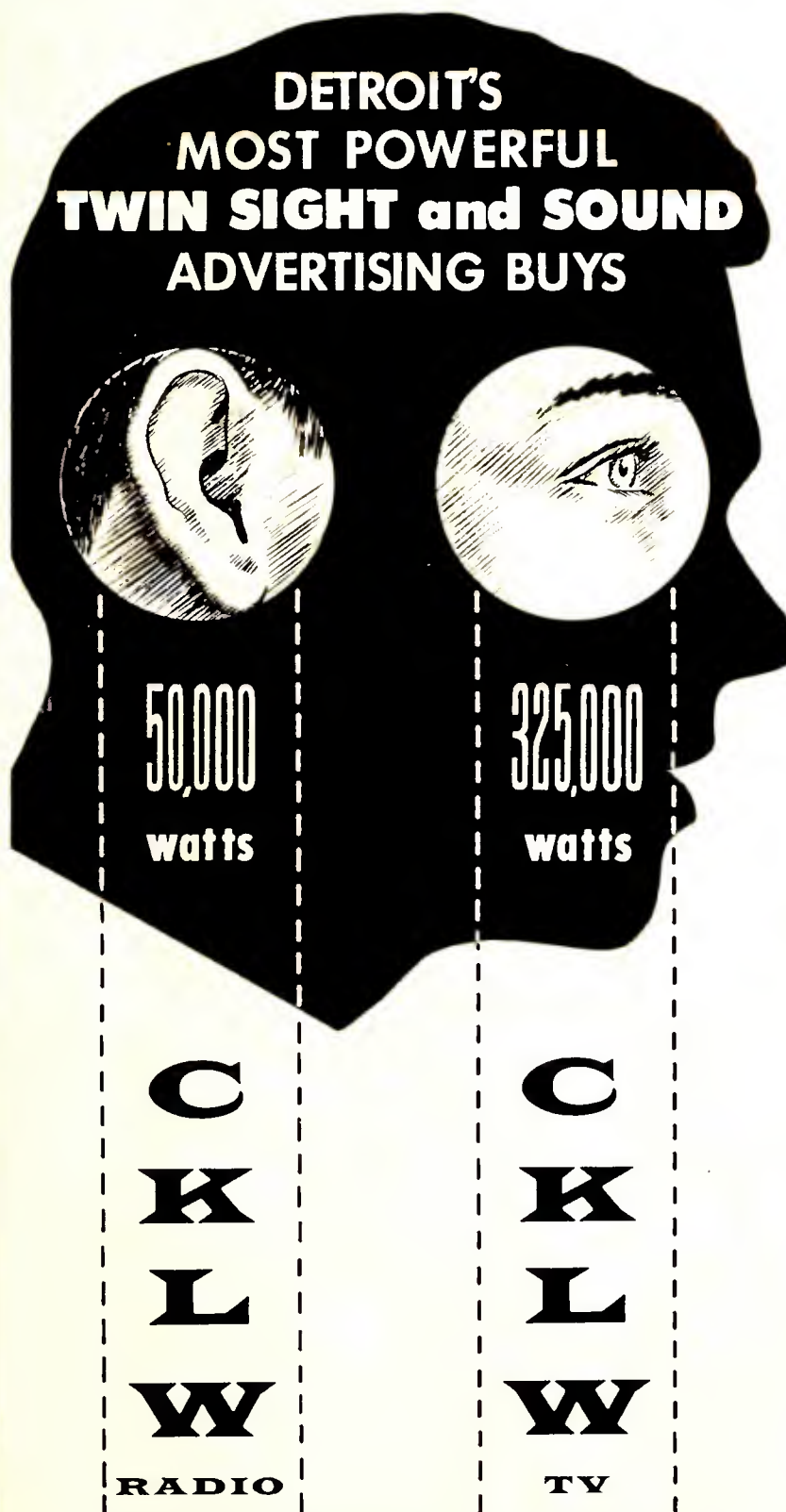
The NAB is looking into the editorializing trend.

It's conducting a survey on editorializing by radio and tv stations. Purpose: to determine how and why stations editorialize, or why they do not.

Station Sales: WINN, Louisville, to Glenn A. Harmon (bringing his 16⅔% that he previously owned to 45%), Oldham Clarke, French Eason (Chicago radio sales manager for H-R Reps), Charles Wheeler and Jesse Chambers, for \$266,500 plus relieve of indebtedness of \$74,000.

An Arizona celebration: K-CUB, Tucson, put on an all-day rock 'n' roll session and a bear hunt last week, as

# DETROIT'S MOST POWERFUL TWIN SIGHT and SOUND ADVERTISING BUYS



GUARDIAN BLDG. DETROIT

ADAM YOUNG, INC.  
National Representative

J. E. Campeau  
President

it became the newest member of the **Gordon Group**.

Other stations in the group include: WSAI-AM & FM, Cincinnati; K-BUZ, Phoenix; and KTYL-FM, Phoenix.

#### Ideas at work:

- **KFWB**, Hollywood, has wrapped up its campaign for getting out the vote this November: Banners for auto bumpers, campaign buttons, and on-the-air promotions for the station's choice—Howdy Hooty. Letters of congratulations were sent to KFWB by Edmund Brown and William Knowland, the state's gubernatorial candidates.

- **WORD**, Spartanburg, has launched its promotion via a "910 Orbit" theme. Included was a Walking Man asking folks if they heard the '910 WORD' and models with placards stating "I have nothing on but the 910 WORD." Last week, the station aired for the entire day from a local Sears Roebuck parking lot, helping to boost the sales of cars.

**Thisa and Data:** Bartell Family Radio station **WILD**, Boston, reports its biggest upsurge of sales during Au-

# SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD  
BROADCASTING COMPANY

gust: 116 new accounts, more than doubling the number of advertisers the station had on the air the last week of July . . . **Football note:** For the first time, **WPRO**, Providence, will air all the Brown University football games, sponsored by the R. I. Hospital Trust Co.

**Station staffers:** **Harry W. Moore, Jr.**, promoted to radio sales manager, **WTAR**, Norfolk . . . **Stan Edwards**, sales manager, **WTRY**, Troy . . . **Thomas Moore**, assistant to the sales manager, **WBAL**, Baltimore . . . **Verne Nobles**, publicity promotion manager, **WJBK**, Detroit . . . **Edloie Van Camp**, promoted to sales service manager, **KBIG**, Catalina . . . **Herm Schneider**, sales manager, **WISN**, Milwaukee . . . **Chris Stolf**, named sales manager, **KCMO-FM**, Kansas City.

**Joseph K. Mikita**, appointed to the newly created post of controller for the Westinghouse Broadcasting Co. . . . **Loren Press**, named general manager of the Allied Record division, American Sound Corp. . . . **Don Metzger**, special events director and account executive, **K-ACE**, Riverside, Cal. . . . **Archie Grinalds**, sales manager, **WDIA**, Memphis . . . **Warren Stout**, national sales manager, **KFAL**, Fulton, Mo. . . . **Joyce Tromblee**, new traffic manager at **KSO**, Des Moines . . . **James Murray**, account executive, **WAMP**, Pittsburgh . . . **Robert Boak**, account executive, **WEZE**, Boston . . . **Howard Lenzer**, to the staff of **WINE**, Buffalo, as account executive.

## TV STATIONS

The great iconoclast is getting a stomach remedy.

**Ben Hecht**, star of his own show via **WABC-TV**, New York, has signed three clients for it: Pepto-Bismal; Schiffli Lace & Embroidery and the Wine Advisory Board.

The show debuted last week, and airs each weekday night.

Directors, officers and managers of the **Transcontinental Television Corp.** held a series of meetings in New York last week, devised as a "working session" for the group.

Transcontinent owns and operates **WGR-AM-TV**, Buffalo; **WROC-TV**, Rochester; part ownership in **WNEP-**

**TV**, Wilkes-Barre-Scranton; and 50% owner of the Shenandoah Broadcasting Corp. (**WSVA-AM-TV**, Harrisonburg, Va.).

**Marie Hulbert**, home economist at **KOLN-TV**, Lincoln, is in New York this week, as the only representative in our industry sitting on the judges panel for Pillsbury's 10th Grand National Bake-Off.

#### Ideas at work:

- To kick off its opening last week, **WTAE**, Pittsburgh, had pretty girls in the downtown area and all major shopping centers hand out 15,000 small bags containing four lollipops, for the new Channel 4.

- **James Gerity, Jr.**, president of **WNEM-TV**, Bay City, Mich., played host last week to more than 50 agency, network, trade press and rep people in a tour of the station's market. The purpose of the promotion: to show the guests the wide area **WNEM-TV** covers.

**Re educational tv:** A "first" is claimed by **WTVW**, Evansville, as a commercial station being used for in-school educational tv on an area basis. The station is telecasting six different courses in the regular curriculum of schools in 10 counties in southern Indiana.

**Anniversary:** To celebrate its first year of telecasting, **WFGA-TV**, Jacksonville, sent lead pencils to advertisers and agencies, with its call letters stamped on them.

**Strictly personnel:** **Russell Gohring**, promoted to general manager and v.p. of **WNEM-TV**, Flint . . . **Roy Baucus**, named station manager, **WBAP-TV**, Ft. Worth . . . **Hal Biard**, executive assistant for programming and production, **KCOP**, Hollywood . . . **William Decker**, director of tv sales, **Stanley Brightwell**, to the newly created post of film coordinator and **Robert Lemon**, named general executive, **WNBQ**, Chicago . . . **Gerard Roche**, account executive, **WNEP-TV**, Scranton-Wilkes-Barre . . . **Jim Manion**, to the sales staff, **WEHT-TV**, Evansville . . . **James Fly, Jr.**, account executive for the NTA stations . . . **Alan Simms**, audience promotion supervisor and **Bur Sienkiewicz**, press information supervisor, **WCAU-TV**, Philadelphia.



**A**nother first in broadcast trade publication circulation analysis is made available by **SPONSOR** with its audited breakdown of all subscribers by job titles.\* Six out of ten of all **SPONSOR** subscribers are in agency and advertiser categories.

## **SPONSOR**

The weekly magazine tv/radio advertisers use

\*Station managers and others interested in this breakdown of **SPONSOR** subscribers are invited to write **SPONSOR-Job-Titles**, 40 East 49 Street, New York 17.

## SPONSOR ASKS

(Cont'd from page 55)

responsibilities . . . first, to its affiliates and the audiences they serve; second, to its advertisers in securing for them a profitable sale of their products in volume through the use of the regional network's facilities. The regional network that deserves a place in today's radio should be geared to reach deep into the population it covers and actually "corner" potential buyers for the products of advertisers who use the network with commercial schedules of reasonable weight.

Let us take the Inter-Mountain Radio Network, put it under the glass and see how it stacks up. IMN, is composed of 45 radio stations with signals that blanket a population of 4,233,900 people residing in the States of Montana, Idaho, Wyoming, Utah and Colorado. In addition to being available at all times to counsel its affiliates in their programming, promotion, merchandising and the many other functions by which a station strengthens and enhances itself, IMN feeds national and regional news, sports and special events, plus other program-

ing of vital interest to every family in the individual local communities served by its affiliates. The network is, in effect, their ear to the outside world.

On the commercial side, IMN derives advertising dollars for its affiliates from accounts they would never reach and sell if compelled to pursue them on an individual station basis. Then, too, the affiliate is fed programming of outstanding adjacency value for local selling. In short, IMN, the regional network, is a source of strength to its affiliates, not a dead weight at the top using its station lineup as a crutch.

In selling consumer products, many major manufacturers now think in terms of marketing patterns. Heretofore, the regional man had little to say about the media selected, or the area the advertising was to cover. Not so today.

District supervisors responsible for sales in the Inter-Mountain area today are IMN's biggest boosters. They know that only through this network can they reach Montana, Idaho, Wyoming, and Colorado. They are becoming aware of the findings of ARF (March 1958) which tell them that, of the 216

counties in these five states reached by all the television stations in the area combined, 96 counties, or 44.4%, have less than 50% total household penetration.

They know, and are not satisfied with the fact, that regional products are achieving brand leadership by exploiting the deep consumer reach of the Inter-Mountain Network while the nationally distributed products they handle are penalized by "penetration" assumed to be available through big signal stations carrying their schedules, but is not there. These men, whose livelihood and success depend on the public acceptance and sale of their products know the value of the market-by-market merchandising available in this vast area only through the Inter-Mountain Network and its affiliated stations. They know the value of the Inter-Mountain Concall which makes it possible for them to speak in person to retailers located in individual community markets throughout this vast five state area as they sit relaxed in the conference room of the IMN outlet in their community.

Yes, they know the power of Inter-Mountain. Today, these people are also seeing to it that their home offices know and act accordingly. Result . . . Inter-Mountain sales January through August, 1958, up 58%.

In appraising the position this regional network deserves in today's radio and its value to advertisers using radio, it should be noted that in Denver, the flagship market of the entire territory, IMN has an affiliate running close to the leader, in Salt Lake City, the No. 2 market, the IMN station is far and away No. 1. IMN owns and operates five other stations in important markets in the area. Each is rated first in audience delivered in its community. In 28 of the other markets delivered to the advertiser by Inter-Mountain Network the IMN affiliate is the only local radio voice in the community. Obviously, they dominate the listening in their respective areas.

That, as a regional network, IMN offers listeners the broadcast bill-of-fare they want, is documented by their tune-in. The brand leaders it has built speaks well for its service to advertisers. The Inter-Mountain Network deserves a high place among regional networks in today's radio, and an earmarked budget by manufacturers advertising products distributed in this area.

*In*  
*Louisville*  
it's **WAVE-TV**

for

- BALANCED PROGRAMMING
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY OPERATION

NBC AFFILIATE  
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.



# TIME-BUYERS GOTTA BE TOUGH!"



ement's got no place in figuring the  
G/T time-buy, buddy. When it comes to  
fig the most for a client's dollar, give me  
ts—the straight, most recent facts, I mean.  
ik the way I figure KFWB in the Los  
ges market is what I'm talking about.  
lo Radio on KFWB's Channel 98 is the  
id of new, exciting radio that has pulled  
ters right in close.

ol hard facts tell the story: as of July,  
oyr shows KFWB as the NUMBER ONE  
tion in the market... with a solid 95.5%  
inn share-of-audience. Nielsen is UP  
7... and Pulse is UP 37.1%... all since  
ury.

o, buddy, here's one time-buyer who's quit  
vi; stations strictly by ear... or by 'tradi-  
n' The smart time-buyer will always buy  
WB... first in Los Angeles. It's the thing  
de'

1. write for your copy of  
a f-t-filled brochure: "TIME-  
YIG FOR FUN AND PRO-  
". loaded with lots of handy  
ls hich make it easy to buy  
or adio.



**ARB**  
(Cont'd from page 38)

of every random sample either refuse to bother or give up midway through; but a 60% careful return on a probability sample of more than 300 families is still a good indication of how things are going in the tv corner.

As for diarists giving up halfway through a week, such things happen. The most memorable such happening was a diary faithfully kept up for five days. The pages for the last two days were blank except for a scribbled message: "Sorry I couldn't find time for the past two days but my husband just got back from overseas—first time in two years."

• **Arbitron.** Probably no tv rating yardstick has captured the imagination of advertiser and broadcaster more than has this electronic device. Connected via telephone lines from tv homes to the central unit in ARB's office, it records every 90 seconds how many homes are tuned to each station in a market. The Arbitron room at ARB's Park Avenue office in New York resembles a gale-stricken radio repair shop; the room next door that features only the Arbitron board (where final computations are translated into little lights that indicate ratings) is far more quiet and orderly. But the heart of the service remains the big automaton which, if 50 homes suddenly tune out a program half way through, records it a minute-and-a-half later; only producers with strong nerves should watch it. The New York operation is still only a partial sample; 300 is the desired one, but telephone lines now accommodate only slightly more than 200.

Each morning, after Arbitron has been checked and its findings changed into ratings, ARB multilith presses immediately turn out complete reports for the day and night before. Arbitron does not measure audience composition although at first it had been equipped with a gadget that was a sort of electronic Peeping Tom and showed the vague figures in a living room before a set.

• **Telephone coincidental.** For special studies and fast reports, ARB added a telephone coincidental department about two years ago. In about 300 markets on a day or two notice, ARB can survey a special situation via phone and report within a day. This department is doing well; billings now amount to about \$150,000 a year. ▀

# NOW! WABT- Birmingham is WAPI-TV Channel 13

★Call letters that have meant the best in radio for the past 35 years now mean the finest in television too.

**A Complete WAPI  
Broadcasting Service**

**WAPI**

Radio 1070 KC  
50,000 Watts\*

**WAPI-TV**

TV Channel 13  
316,000 Watts

**WAPI-FM**

FM 99.5 MC  
72,000 Watts

\*5,000 Nights  
Effective Soon

Represented Nationally by  
HENRY I. CHRISTAL

Represented Nationally by  
HARRINGTON, RIGHTER and  
PARSONS, INC.

19 HOLLYWOOD BOULEVARD, HOLLYWOOD 28 HOLLYWOOD 3-5151

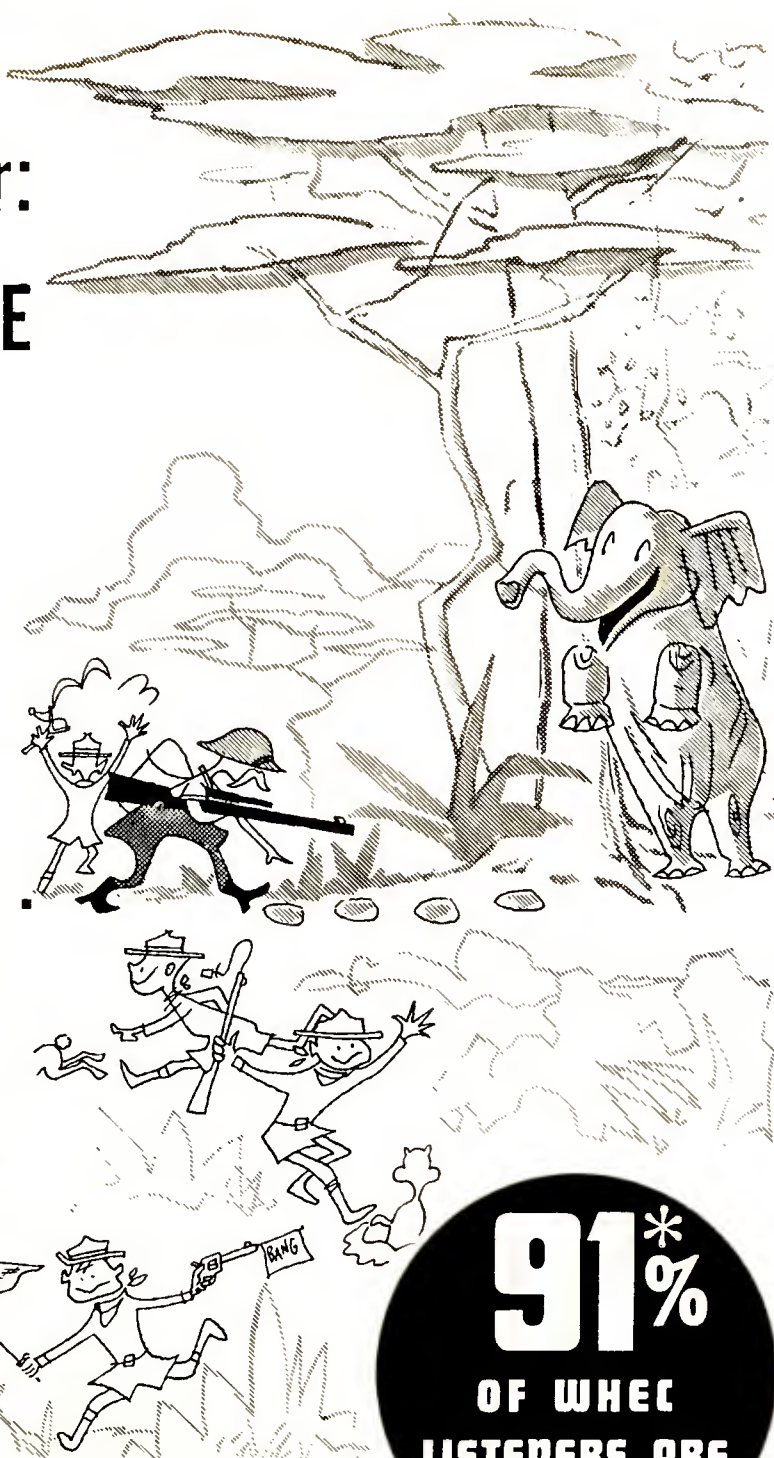
ERY. PURCELL, Pres. and Gen. Mgr. • MILTON H. KLEIN, Sales Mgr.

Represented nationally by JOHN BLAIR & CO.

## SPONSOR • 27 SEPTEMBER 1958



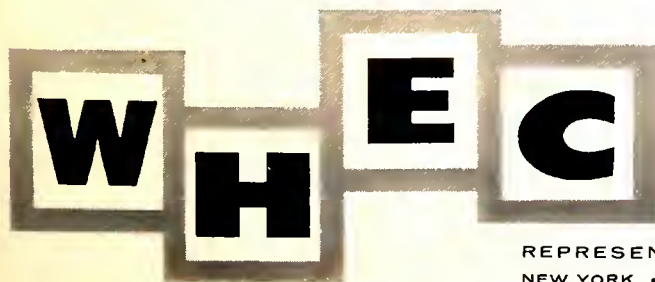
# Always Remember: the BIG GAME In Radio Is the ADULT AUDIENCE . . .



If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

\*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

**91\***  
OF WHEC  
LISTENERS ARE  
ADULTS



BASIC CBS  
**AM-TV**  
ROCHESTER

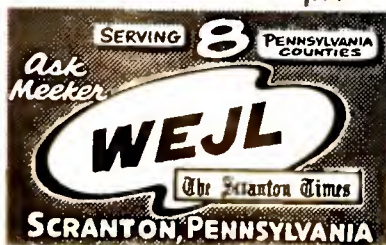


REPRESENTATIVES: EVERETT McKINNEY, INC.  
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



## HOUSTON'S FAMILY STATION!

**KTRK-TV, channel 13**



## Tv and radio NEWSMAKERS



**Hal James**, vice president and radio/tv director of programming of DCSS, has recently been appointed national sales director of Independent Television Corp., it was announced by Walt Kingsley, president of the company. In announcing the appointment, Kingsley said, "We feel that Hal James' experience at the agency and sponsor level will enable ITC to do a better job

of translating its program plans to agencies and advertisers who use network television." James has also been affiliated with Compton Advertising, J. Walter Thompson, Needham, Louis & Brorby. He has been responsible for radio and television planning of such national advertisers as Bristol-Myers, Cities Service, Celanese Corp., McKesson & Robbins and Bayuk cigars. He lives in Westport, Conn.

**John Harkrader** has been made manager of WDBJ-TV in Roanoke, Virginia. The new position was created when the radio and tv divisions were separated. According to Ray P. Jordan, vice president of broadcasting for the Times-World Corp., the separation of activities was made necessary by the "rapid growth of the service area, and the consequent growth of the Times-World's broadcast facilities." Harkrader brings to his new position a long association with radio and television. Among his previous positions with WDBJ: promotion director, national sales manager, commercial manager and assistant manager of radio/tv. He resides in Roanoke, and is a graduate of Roanoke College.



**Frank E. Koehler** will take over as manager of WDBJ, Roanoke, in conjunction with the split of radio and tv facilities. Koehler, whose broadcasting experience dates back to 1934, is a graduate of Tasculum College, and of the even more famous NBC Page Boy School. He also worked briefly for NBC as guest relations supervisor before starting a sales career

which has included positions at WRTD (now WRNL) Richmond, and WSIS and WROV, Roanoke. He joined the staff of WDBJ in 1955 as sales manager. In his new post he'll be one of an increasing number of top station executives, who are devoting full time to radio. He is a past president of the Virginia Assn. of Broadcasters, and on the board of directors of the Roanoke Sales Executives Club.



To sell Indiana,  
you need both  
the 2nd and 3rd  
ranking markets.

**NOW  
ONE BUY**

delivers both —

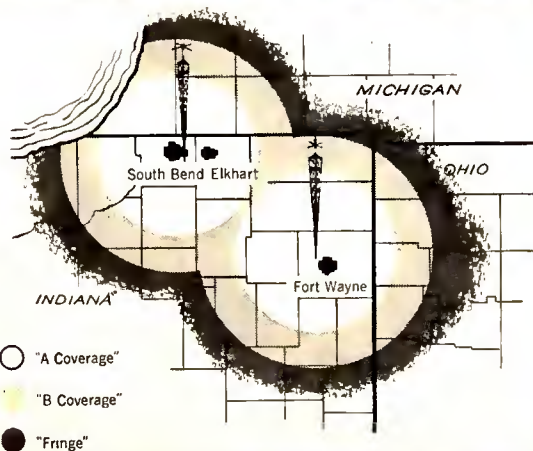
**AT A 10%  
SAVINGS!**

## YOU NEED TWO GUNS in Indiana!



Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend - Elkhart—with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!\* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly \$3 Billion—and it's yours with just *one* buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.



call your **H-R** man now!



**W S j v**  
SOUTH BEND ELKHART

**28**

ABC

**w k j g**  
FORT WAYNE

**33**

NBC

# SPONSOR SPEAKS

## Do you know your representative?

These are the days when station managers are congregating in the big advertising centers to talk over new spot business with agencies and representatives. And surely changes in the complexion of the business—even since last year—must seem tremendous, for example:

- Whereas spot once was a fairly casual buy, the speed of today's marketing has made that avenue so important that at Y&R, for instance, as many as 15 specialists will get involved in a single spot campaign.

- By that very token, the role of the representative is taking on a much wider scope. Today he's the glue, if you please, that binds together the whole complex rigamarole of sponsor agency requirements with station capabilities, rates, services, etc. In a relatively few years his function has changed from mere ticket-seller on the spot railroad to traffic manager, expeditor, and consultant.

It's a curious fact, though, that while this inevitable evolution has taken place, the representatives nevertheless consider it important right now to devise a new code and polish up their image in general. Even if the effort superficially seems like an unnecessary gilding SPONSOR heartily endorses it for these reasons:

- 1) Too many stations still don't realize the potential of spot. In fact, the bigger agencies and sponsors actually may be ahead of the stations in their spot thinking. The representatives know this.

- 2) Similarly, some stations apparently still fail to comprehend the multiple services that their representatives makes available.

By all indications, this is going to be an enormous year for the spot medium. And we hope that as station managers get to Chicago, New York, Detroit, etc., they will thoroughly acquaint themselves with the new agency thinking.

In short, get to know your national representative better. It may mean an agreeable, surprising payoff for both of you.



**THIS WE FIGHT FOR:** *A realistic analysis of radio values, both by networks and individual stations, followed by rates that are in proper perspective with such a sound appraisal.*

## 10-SECOND SPOTS

**Tender trap:** John Burns, a contestant on ABC TV's *Who Do You Trust?* was trapped in the isolation booth when the door jammed. It took the studio carpenters to release him. *Proving that even if contestants shouldn't be fixed, booth doors should.*

**Jingle revisited:** From WTCN, Minneapolis-St. Paul, we learn that one of radio's oldest singing commercials is coming back on the air for Gluek Brewing Co.—“Be like the bottle; say, Gluek-Gluek-Gluek.” Or, *Hic-hic-hic.*

**Spare:** Rusty, the cairn terrier on the WBBM-TV, Chicago, program, *Susan's Show* has a stand-in. During each performance, Rusty's double waits patiently off camera. *Well, that's life for an understudy.*

**Bird-watcher:** A Madison Avenue adgal has a phobia about pigeons, will in fact cross a street to avoid walking close to one. The other day, she alighted from a Fifth Avenue bus in front of St. Patrick's Cathedral, only to find her way to the curb blocked by a whole flock of the birds. She spun about, and unmindful of the traffic, fairly flew across the Avenue to the Radio City side. As she made the curb, a policeman was waiting, summons book in hand. “There's a jay-walking law, Miss,” said the policeman, “so that's going to cost you two dollars.” “It's worth it,” our adgal replied, “because the pigeons over there wouldn't let me on the sidewalk.” The policeman blinked, flipped shut his book and walked away. Our adgal distinctly heard him say, “Holy cow, the neurotics one meets in this town!”

**Music-news:** Dallas Townsend, CBS Radio newscaster, checked U.S. copyright office and discovered these new song titles: “Take Me to The Moon, Mr. Calhoun,” “Spaceship Lullaby,” “Sputnik Love,” “Beep-Beep, Beep-Beep,” “Let Me Be Your Satellite,” and “Santa and The Satellite.”

**Report:** In Las Vegas, tv show *Silent Service* is reportedly beating *Twenty-One* in the ratings. *On tv maybe, but not in the casinos.*

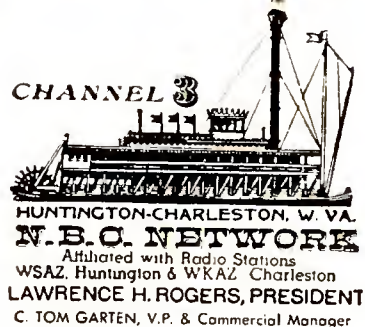
**Odd Facts Dept.:** WFBM, Indianapolis, in a recent contest, proved it took 5,228½ hot dogs to reach from the studio to a hi fi shop four blocks away. *Okay, and that would take how much mustard?*



# WSAZ-TV

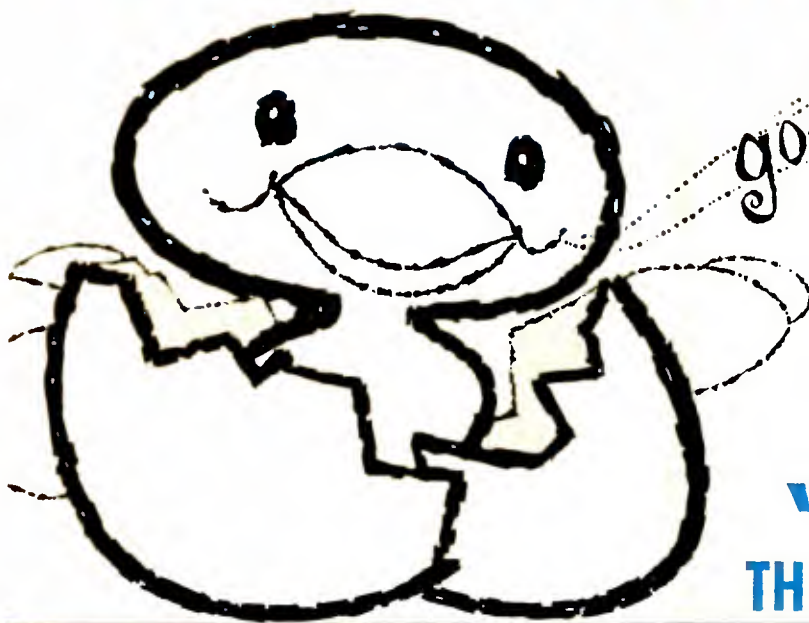
... the winner in every race!

- ✓ **CHARLESTON ARB Share of Audience**
- ✓ **HUNTINGTON ARB Share of Audience**
- ✓ **AREA ARB Share of Audience**
- ✓ **NCS # 3 total counties**
- ✓ **NCS # 3 daily circulation**
- ✓ **NCS # 3 weekly circulation**
- ✓ **ARB—TOP 10—In HUNTINGTON**
- ✓ **ARB—TOP 10—In CHARLESTON**
- ✓ **ARB METRO. PORTSMOUTH, OHIO**
- ✓ **ARB METRO. PARKERSBURG, W. VA.**
- ✓ **ARB Coincidental Nighttime NEWS**



The details are more exciting than the America's Cup Race ... Call your "KATZ" Man!

# JUST ARRIVED!



## THE **BIG 6**



### **GET IT FIRST AND GET IT RIGHT**

TIME-CLOCKED NEWS, SPORTS, TRAFFIC REPORTS

RADIO LOS ANGELES

# KLAC

- **570-FIRST ON YOUR DIAL**

- **NEARLY EVERYBODY IN SOUTHERN CALIFORNIA LISTENS TO KLAC**

*One of America's Great Independent Radio Stations*